# BROADCASTING

Vol. 12 • No. 5

## Broadcast Advertising

WASHINGTON, D. C.
MARCH 1, 1937

Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

65

THE JOHN CRERAR
MAR 1 1937
LIBRARY

We've been so busy publicizing the sponsors we have and the sales they've made, that we haven't said anything about WOR's wattage, coverage and so on since Aunt Hattie had a hangover. And *you* know how long that's been! Well, comrades, to make a long story short, WOR's still got 50,000 good watts to sell. While its coverage of the greatest single buying market in the world remains *unsurpassed*. Then, there's our directional antenna, of course, which cancels waste coverage as it delivers your message wrapped in the purest, richest quality high-fidelity sound any listener has yet lent ear to. What we haven't said, our sponsors will tell you. Day after day they are up to their hips in profits in the market WOR serves. A market, incidentally, responsible for more than 6-billion dollars in retail sales and containing 17% of this nation's total radio equipped homes. This market can be yours . . . *at a remarkably reasonable cost.*

**WOR**

XUM

# "...in the public interest, convenience and necessity"

So must radio operate to fulfil its obligation. So does the National Broadcasting Company operate... Every month NBC creates and broadcasts more than 1000 hours of programs for the entertainment and information of the American public. These programs are NBC's own contribution to the maintenance of the first principle of radio. They build and hold the immense audience which listens to NBC Blue and Red network advertisers.

*47,000 PROGRAMS A YEAR*

**NATIONAL BROADCASTING COMPANY**

*A Radio Corporation of America Service*

*RCA presents the Metropolitan Opera every Saturday afternoon. And "Magic Key of RCA" every Sunday 2 to 3 P.M., E.S.T. Both on NBC Blue Network.*

# It gives the PUSH

# AT POINT OF SALE!

NOTWITHSTANDING New England's great concentration of buying power within a small area, it actually comprises many markets to be considered separately.

There are the Greater Boston and Providence markets, the Southern Connecticut market, the Northern Connecticut and Western Massachusetts area, the Worcester, Fall River and New Bedford markets; north of Boston, the Lowell-Lawrence-Haverhill area; and beyond that New Hampshire and Maine.

There is no one dominant station able to serve these many markets. Nor can any small group of stations provide blanket coverage. What the advertiser must have, who would sell all New England, is the sales push of popular local stations—and the stronger dealer tie-up these stations command.

The Yankee Network offers such a set-up—a regional network of strong local stations reaching 13 big markets as one New England-wide market . . . with direct, intensive selling comparable to neighborhood point-of-sale appeal.

• • •

| | | | |
|---|---|---|---|
| WNAC | Boston | WLBZ | Bangor |
| WTIC | Hartford | WFEA | Manchester |
| WEAN | Providence | WSAR | Fall River |
| WTAG | Worcester | WNBH | New Bedford |
| WICC | Bridgeport<br>New Haven | WLLH | Lowell |
| | | WLNH | Laconia |
| WCSH | Portland | WRDO | Augusta |

**THE YANKEE NETWORK, INC.** 21 BROOKLINE AVENUE
BOSTON, MASSACHUSETTS
EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

XUM

# STEP RIGHT UP

## —particularly if you are a NEW product

Step right up and *tell* the world! If you're a new product how else can you become a *familiar* product unless you do? And—since the busy new world you enter must be filled with both customers and dealers—why not tell *both* at the same time? The quickest way, you'll find, is the air way. For radio advertising is adapted *by its very nature* to the special problems of merchandising the new product. Because...

**RADIO IS INTIMATE.** By its *personal* manner, by its friendliness, it overcomes the instinctive hostility to newness—quickly makes the unknown product a familiar one.

**RADIO IS IMMEDIATE.** What can stir impulse into *action,* thought into *decision,* as profoundly as the human voice? (Have you read the CBS study, "Exact Measurements of the Spoken Word"? It tells the story of 34 years of investigation by 21 scientists into the effectiveness of the spoken word. And what *they* say counts!)

**RADIO IS ECONOMICAL.** Its files abound with dollars-and-cents histories of advertising economy for *every type* of advertiser.

**AND RADIO IS UNIVERSAL.** More accurately stated, radio is universal enough in its appeal to reach *all* the people with money to spend... and reach your dealers at the *same time.* (Dealers have expressed an overwhelming preference for radio. For they, better than anyone, know its power on both sides of the counter.)

But no inventory of radio's attributes, as brief as this, can even begin to cover all its significant points. Why not examine the actual cases of new products catapulted into public acceptance by the use of radio? Why not step right up, and let us *tell* you about them?

**THE COLUMBIA BROADCASTING SYSTEM**

**485 Madison Avenue • New York, N. Y.**

# LOST: ONE LISTENER!

> WCHS
> Charleston
> West Virginia
>
> Dear Sirs:
>
> "When you joined the Columbia Network you deprived me of the programs I have enjoyed. As far as I am concerned, hurry and go back to the phonograph records" ---
>
> *Writes One Listener.*

*(Photostat of his post card will be mailed on request.)*

**P. S. Of course, from the 625,000 persons who live in the WCHS trading area in West Virginia, we had THOUSANDS of enthusiastic telegrams and letters . . . countless telephone calls . . . many personal visits from listeners . . . all *commending* us when we joined the Columbia Broadcasting System on February 13 . . . but we had to tell you the truth . . . the writer of the above message says he did *not* like the change.**

# WCHS

CHARLESTON • WEST VIRGINIA
1000 -- 500 Watts on 580 KC.
MEMBER
COLUMBIA BROADCASTING SYSTEM

# WKRC

## has the LARGEST AUDIENCE of any local CINCINNATI radio station★

W

K

R

C

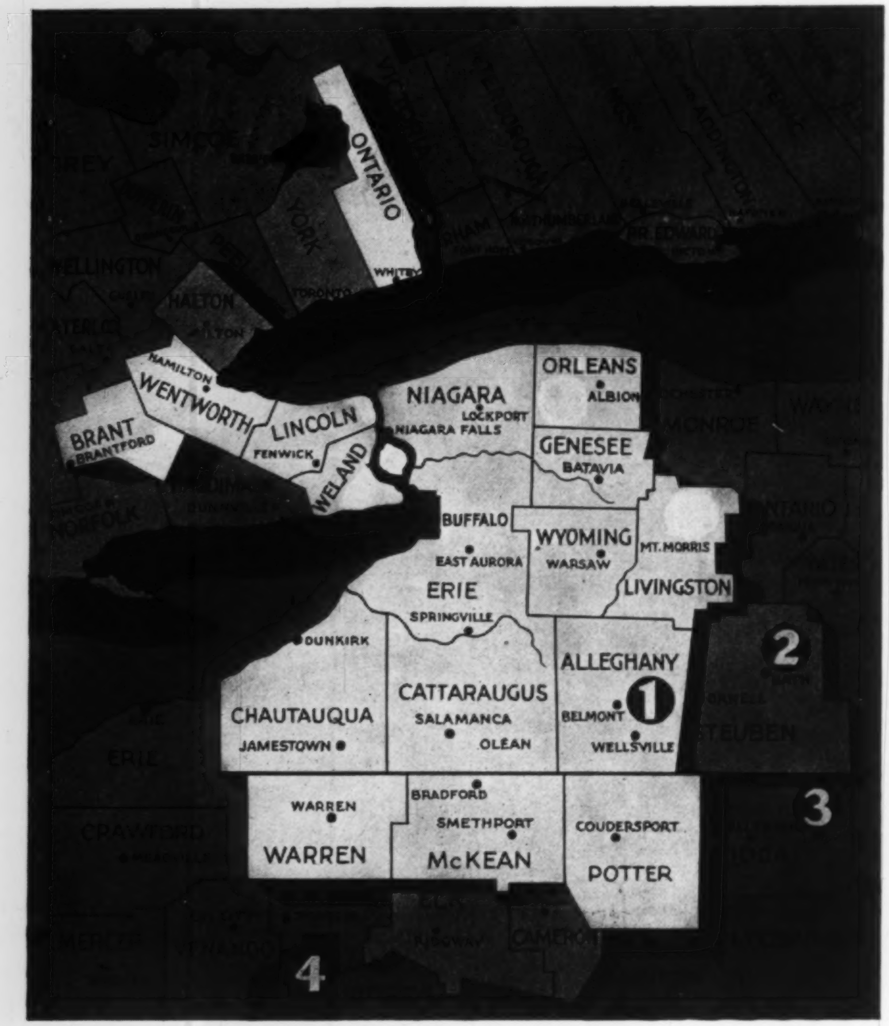
**WKRC** A BASIC STATION OF THE COLUMBIA NETWORK • 5000 watts, daytime; 1000 watts, night • owned and operated by the COLUMBIA BROADCASTING SYSTEM • Represented by RADIO SALES • NEW YORK, 485 Madison Ave., WIckersham 2-2000 • CHICAGO, 410 N. Michigan Ave., WHitehall 6000
DETROIT, Fisher Building, TRinity 2-5500 • LOS ANGELES, 5939 Sunset Boulevard, HOLlywood 3101 • SAN FRANCISCO, 601 Russ Building, GARfield 4700

CINCINNATI

★ a fact discovered in 1936 by Price-Waterhouse; confirmed by 51 local and national spot advertisers (more than on any other local Cincinnati station), and by WKRC's full Columbia Network program schedule.

# DO YOU

. . . get 1 sale in 50 from this rich area? If you have national distribution, one sale in every fifty of your product or service should be made in this area . . . for the Buffalo Trading Area represents almost exactly **two per cent** of the sales opportunity in these United States. It is equal in sales possibilities to many Western states, exceeds many Southern states. Yet it is a compact, easily covered area. Three hours' drive in any direction takes a salesman to the outer limits. That means economy of man power.


SIMCOE
ONTARIO
YORK
WELLINGTON
HALTON
TORONTO
WHITBY
PR. EDWARD
HAMILTON
WENTWORTH
BRANT
BRANTFORD
LINCOLN
FENWICK
WELAND
NORFOLK
ORLEANS
ALBION
NIAGARA
LOCKPORT
NIAGARA FALLS
MONROE
GENESEE
BATAVIA
ONTARIO
BUFFALO
WYOMING
WARSAW
MT. MORRIS
EAST AURORA
ERIE
LIVINGSTON
SPRINGVILLE
DUNKIRK
ALLEGHANY
2
CATTARAUGUS
1
CHAUTAUQUA
SALAMANCA
BELMONT
STEUBEN
JAMESTOWN
OLEAN
WELLSVILLE
ERIE
3
WARREN
BRADFORD
SMETHPORT
COUDERSPORT
CRAWFORD
WARREN
McKEAN
POTTER
CAMERON
4

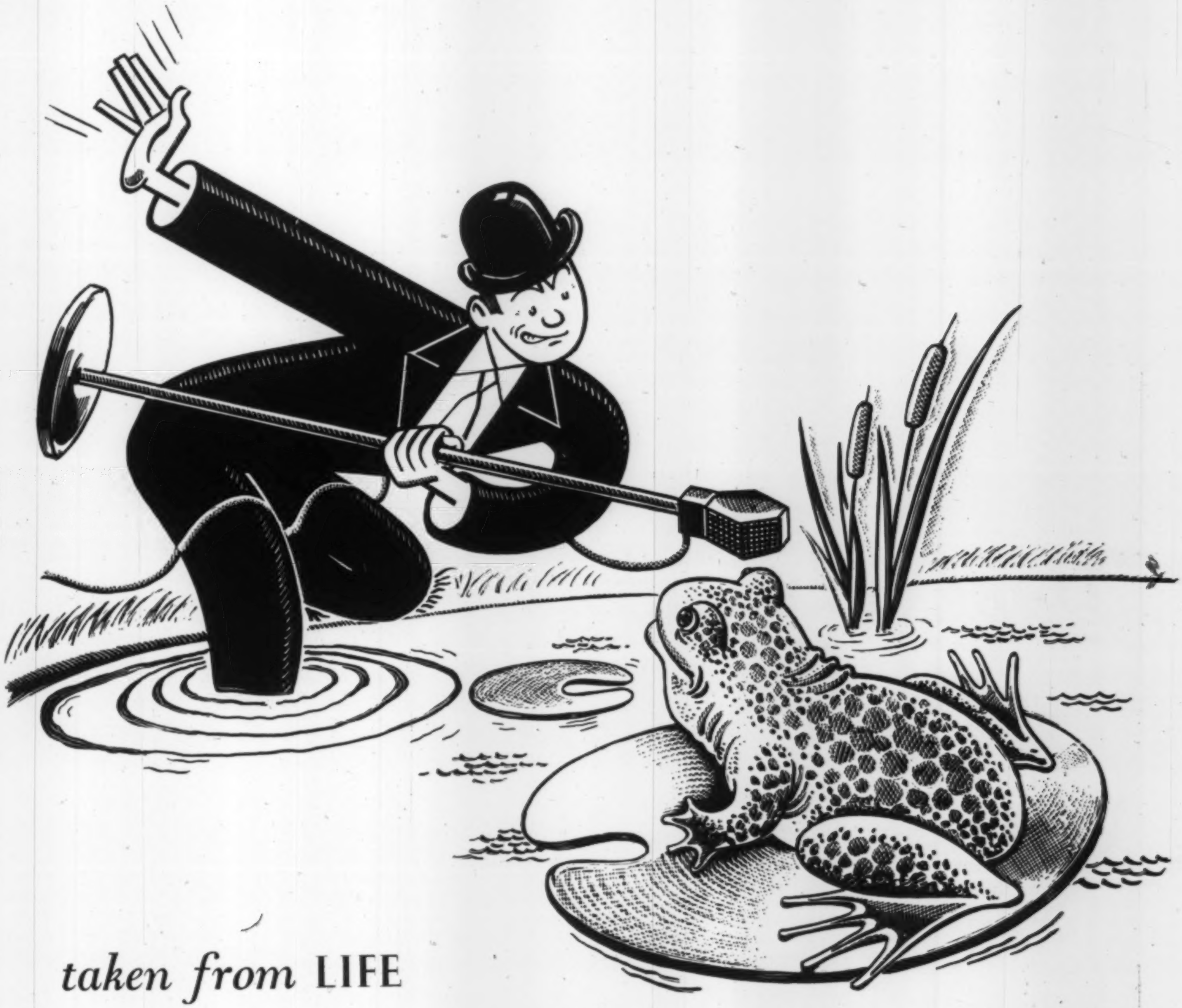
What's even more important, Western New York is right now on top of the world. Statistical indices everywhere have been reporting that "business is good in Buffalo" . . . not just for the last two or three weeks, but for weeks and weeks, months and months. Here's an example fresh from the record: On August 31st of this year, the Clerk of Erie County reported 1000 more passenger car registrations than for the entire year of 1930, the previous all-high mark. To paraphrase a political adage: as Buffalo goes, so goes Western New York, whose dairy, fruit and poultry farmers supply the urban population with food stuffs at better and better prices.

Here is a market you can be sure of: recovered, responsive, ready-to-buy. A market that is completely and economically covered by two radio stations, WGR and WKBW. No other radio station nor any single newspaper gives you the complete, compact market at one price. All of the facts about the market and the stations are yours for the asking. Read them and you'll agree: Buffalo is a **must** market in your fall and winter merchandising plans; WGR and WKBW must media on your schedules.

# WGR WKBW

**OWNED AND OPERATED BY THE BUFFALO BROADCASTING CORPORATION**

**REPRESENTED BY FREE & PETERS, INC.**

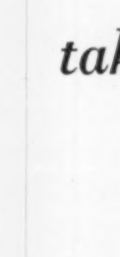


*taken from* LIFE

*. . . these startlingly realistic*

# SUPER-SOUND EFFECTS

THE croak of a frog...the chirp of a cricket...the soft swish of a wave washing over the bow...the clicking wheels of the Limited roaring over a trestle...these and a hundred others are at your service in the Standard SUPER-SOUND EFFECTS Library, ready to add that vital touch of realism to your broadcasts. Write for the complete Catalog and latest Supplement, ***just released,*** listing 26 more sides of newly recorded sound—taken from LIFE!



**FOR *NEWS* BROADCASTING**

A high spot of the latest releases: Special News fanfare, copy room background, press room noises, street scene with newsboys, telegraph sounder, radio signal—a spectacular opening and closing for your news broadcasts. Complete on one double-faced disc at $2.50. ***Send for it!***

## *Standard Radio*

6404 Hollywood Boul., Hollywood, Cal. • 180 North Michigan Avenue, Chicago

"Don't help me, please--I'm busy!"

INASMUCH as we sometimes have to buy advertising as well as sell it, we realize there are times when any salesman's call seems more of a bother than anything else.

But look, kind friend: Even though we're selling radio time, *we're also trying to sell you some help* . . . We know things about the radio aspects of your markets that *you* ought to know. We've got the low-down on some of the radio problems that sometimes worry you. We are thinking radio, hearing radio, learning radio all the time. And everything we dig up is yours for the asking.

So why not ask? Next time one of our boys comes in, tell him your troubles and let him do his stuff. You'll find it worth while.

FREE & PETERS, INC.

Free & Peters List

| | |
|---|---|
| WHO | Des Moines |
| WGR-WKBW | Buffalo |
| WHK-WJAY | Cleveland |
| WHKC | Columbus |
| KMBC | Kansas City |
| WAVE | Louisville |
| WTCN | Minneapolis-St. Paul |
| KOIL | Omaha |
| KOIN-KALE | Portland |
| KSD | St. Louis |
| WFBL | Syracuse |
| KOL | Seattle |
| WKBN | Youngstown |

Radio Station Representatives

NEW YORK
110 East 42nd St.
Lexington 2-8660

CHICAGO
180 N. Michigan
Franklin 6373

DETROIT
New Center Bldg.
Trinity 2-8444

SAN FRANCISCO
One Eleven Sutter
Sutter 4353

LOS ANGELES
C. of C. Bldg.
Richmond 6184

Free, Johns & Field List

| | |
|---|---|
| WIS | Columbia |
| WOC | Davenport |
| WDAY | Fargo |
| KTAT | Fort Worth |
| WDRC | Hartford |
| WNOX | Knoxville |
| KFAB | Omaha-Lincoln |
| WMBD | Peoria |
| WPTF | Raleigh |
| KVI | Tacoma |
| KTUL | Tulsa |

FREE, JOHNS & FIELD, INC.

BROADCASTING
and
Broadcast Advertising

Vol. 12 No. 5 WASHINGTON, D. C., MARCH 1, 1937 $3.00 A YEAR—15c A COPY

# North American Radio Conference Called

By SOL TAISHOFF

## Preliminary Meeting March 15-22 Will Take Up Problem Of Border Stations and Allocation of Wave Lengths

A CONFERENCE of major North American nations to consider allocations of broadcast and shortwave facilities in a preliminary way, along with discontinuance of Mexican "border stations" operating on preempted channels, will be held in Havana March 15-22.

Upon invitation of the Cuban government, the United States, Canada and Mexico have agreed to send technical delegations to the sessions—the first radio gathering of North American nations since the Mexico City conference of the summer of 1933, which blew up when Mexico made untenable demands for a dozen exclusive channels and at the same time refused to abandon so-called renegade "border stations" operated for the most part with American capital backing and American advertising sponsorship.

President Roosevelt is expected to name an American delegation of four, headed by Comdr. T. A. M. Craven, FCC chief engineer, and a veteran of practically all international radio conferences. Other members are expected to be Lieut. E. K. Jett, USN, retired, assistant chief engineer of the FCC in charge of telegraph; Gerald C. Gross, chief of the FCC International Section, and Harvey B. Otterman, lawyer of the State Department treaty division.

The FCC, at a meeting Feb. 24, recommended to the State Department the appointment of the three engineers, it is understood. Mr. Otterman is slated for selection by the State Department, and then the President, in the normal course, is expected to make the actual appointments of the delegation.

### Effect on Allocation

The conference, labeled a preliminary engineering session, will be preparatory to a formal conclave of all American nations, both in North and South America, tentatively scheduled for Havana in November. At the latter conference, definite treaty provisions governing both broadcast and shortwave allocations presumably will be worked out.

Sudden development of the Havana sessions indirectly will have a bearing upon the current FCC broadcast allocation plans, it is indicated. Comdr. Craven has been engrossed in the task of devising a report covering economic phases of the projected allocations revision, to supplement his far-reaching recommendations on engineering phases [BROADCASTING, Jan. 15]. The preparations for the Havana sessions, it is assumed, will require temporary abandonment of the economics report and thus delay the consideration by the FCC Broadcast Division of pending all-important changes in policies and practices governing broadcast allocations.

Breaking unexpectedly, the North American conference comes at a time which psychologically fits into the domestic broadcast scene. The technical allocations plan devised by Comdr. Craven and his assistant chief engineer, Andrew D. Ring, contemplated a definite agreement among North American nations covering the utilization of the 96 regular and the 10 "high-fidelity" channels in the broadcast band. There is no thought, it is understood, of "bartering away" any channels on an exclusive basis to the point where the recommended engineering plan pending before the FCC Broadcast Division would be materially altered.

From State Department sources it was understood that Cuban Director of Radio Mendoza has issued invitations to all nations in Central and South America as well as those to the north to attend the conference, but that these nations were obliged to reject the bids because of the short time in which to make preparations. So far as known, however, practically all nations in the Americas will attend the November sessions, to be held coincident with an All-American trades conference. This formal conference has been arranged as one which would fall just two months ahead of the International Telecommunications Conference in Cairo, Egypt, in January, 1938. These world conferences are held at five year intervals for drafting and amending the world treaty covering the uses of radio and other communications.

The preliminary Havana conference is of special importance because the broadcast spectrum used in this country also must be used by other nations on the continent.

The United States and Canada have an agreement for division of wavelengths in the 550 to 1500 kc. band, under which this nation uses 90 of the waves while Canada has six on an exclusive basis plus about a dozen regional shared. Canada also has stations operating on the six local waves used in this country, and has assigned one station below the regular broadcast band on 540 kc.

Mexico and Cuba, however, have never entered into any treaty arrangement, or even gentleman's agreement, on the distribution of facilities, and the last attempt, in July and August of 1933. fizzled when Mexico's demands were adjudged inequitable and when it refused to ban border stations, operated through Mexican corporations by such former American broadcasters—banned from domestic wavelengths—as Dr. John R. Brinkley, of goat-gland fame, and Norman T. Baker, former Muscatine, Ia. alleged cancer-cure hospital operator.

### Outlaw Stations

Because broadcast channels have an interference range over the entire continent unless uniform engineering and allocations standards are observed, several serious situations have resulted from the operation of these so-called "outlaw" border stations which have generally squatted on or between channels used by stations in this country and Canada. Using high power and directional antennas pointed northward for the most part, with none too efficient equipment, these stations often wobble over the band, causing disastrous interference with the regularly assigned transmitters in the United States and Canada. Moreover, the type of advertising accounts on them, often barred here yet designed for reception in the United States, has aroused widespread resentment and some formal complaints to the FCC, State Department and Postoffice Department.

The Canadian delegation to the conference presumably will be headed by Comdr. C. P. Edwards, in charge of broadcasting for the Ministry of Transport. Alfonso Gomez Morentin, director of mails, telegraphs and radio of the Communications Ministry, is expected to head the Mexican delegation. Early this year, he declared his government was ready to talk, but desired assurances that it would procure "adequate facilities". At that time he said that perhaps the border station situation would pave the way to procuring adequate facilities for Mexico.

While little official comment was heard, it seemed a foregone conclusion that the United States will not even consider any such proposition as was advanced by Mexico at the 1933 sessions. Cuba and the other Central American nations based their demands in ratio to Mexico's ultimatum of a dozen clear channels, and all told they asked for something like 43 of the

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# *Five-Year Licenses Urged for Stations In Bill Given House by Rep. Anderson*

FIVE - YEAR licenses for broadcasting stations is proposed in a bill introduced in the House Feb. 22 by Rep. C. Arthur Anderson (D-Mo.). It is understood the entire Missouri delegation in Congress, including its two Senators, has endorsed the measure and agreed to press for its passage.

At present broadcast station licenses are issued for six months only, although the Communications Act of 1934 prescribes a maximum of a three-year license, in the discretion of the licensing authority.

The FCC and its predecessor Radio Commission insisted upon short-term licenses on the ground they they preferred to keep the broadcasting structure "fluid" to enable them to make changes in assignments when necessary. Moreover, with a short license period the FCC has been enabled to cite stations on purported violations on renewal of their licenses rather than pursue the more cumbersome legal action of instituting revocation proceedings. In the latter case, the burden of proof would be on the FCC to show why the station's license should not be renewed or why it should be penalized in some manner whereas on a license renewal, the burden of proof rests upon the station to show cause why its license should be renewed.

### Sent to Committee

The Anderson bill has been referred to the House Committee on Interstate & Foreign Commerce. Whether there will be hearings could not be ascertained. Practically since the creation of the old Radio Commission in 1927, when licenses were issued for a three-month period only, there has been an insistant demand from the broadcasting industry for longer term licenses. The fact that the law permits three-year licenses for broadcasters has been used as the strongest argument in defense of the three-year tenure. Moreover,

(*Continued on page 78*)

XUM

available 96 channels on a clear basis. That was the reason the American delegation walked out, and the Canadians left even before that time.

It appears that the American delegation will hold to the Craven-Ring allocation plan, providing for retention of the 25 clear channels for the United States and that Canada will insist upon at least six clear waves. The Craven-Ring plan, since it took into account a possible North American arrangement, thus probably would not have to be altered materially.

Use by these other nations of directional antennas and of the technical specifications laid down in the Craven-Ring recommendations, it is felt by competent engineering opinion, would make possible operation of stations of varying powers on shared waves without undue interference. Since the United States is located centrally among North American nations, there obviously could not be duplicated operation on clear channels, such as is the case with Mexican border stations, without ruinous clashing of emitted signals.

The purpose of the preliminary conference is to assemble the technical radio heads of the four principal nations for a possible solution of the problem preparatory to the November sessions. Shortwave broadcasting and use of the higher frequencies for other radio pursuits, of course, also come into the picture, particularly in connection with international broadcasting. Moreover the 1500-1600 kc. band, now split into three "high-fidelity channels" is earmarked for 10 kc. separation which would mean 10 additional regulation-width channels. These higher frequencies, according to engineering analyses, are particularly well adapted for propagation in tropical climates, and they unquestionably will be considered during the engineering discussions as the possible key to the allocation problem.

Summed up, an agreement among these four principal nations for adherence to the domestic system of allocations as outlined in the Craven-Ring plan would be regarded as a first essential step in working out a mutual arrangement. Secondly, but as a condition precedent to any agreement, Mexico would have to consent to elimination of the outlaw border stations.

The 1933 conferences "agreed to disagree" after the impasse on Mexico's demand for a dozen clear channels and its refusal to budge from its position in favor of border stations. When Mexico asked 12 channels, Cuba sought 8, and the smaller Latin nations made proportionate demands. These smaller nations openly confessed that they coveted clear channels with superpower stations in mind with which they hoped to reach the lucrative American market and advertise their coffees, fruits and other export products and also stimulate tourist travel. It was concluded that if the demands of the countries had been meet, this country would have had about one clear channel left.

Some of the blame for the failure of the Mexico City conference was placed upon lobbyists fostering government ownership of radio, and by agents for Dr. Brinkley, more than a dozen of whom were about, headed by the late Charles Curtis, former vice president.

# New Radio-Film Negotiations Upset Rumors of Controversy

## NBC and Paramount Arrange Sustaining Programs; MGM and General Mills Cooperate in Series

By DAVID GLICKMAN

SIGNING of a contract by NBC and Paramount Productions Inc. for a series of nationwide half-hour programs to originate from Paramount studios in Hollywood has served to squash all reports of discord between radio and the motion picture industry. The programs will be heard on NBC-Red Sundays, 9-9:30 a. m. as a sustaining feature.

The deal was closed by John F. Royal, NBC vice-president in charge of programs, New York, and Boris Morros, Paramount's general musical director. Weekly broadcast, tentatively titled *Behind the Scenes*, will emanate from the Hollywood Paramount lot sound recording stage. It will be patterned along the lines of a visit to the studios, featuring stars, stock players, directors, and writers, as well as white collar and overall workers. Emphasis will be placed on coming young players. A 30-piece Paramount studio orchestra, with guest directors, will augment the weekly program. Ted Sherdeman has been assigned as NBC producer, with Morros as producer and general supervisor for Paramount, which will also prepare scripts.

### Synthetic Discord

Although Metro-Goldwyn-Mayer Studios, for the time being, has stopped its stars from making radio guest appearances and is in the stage of formulating future policies in that regard, added impetus was given to a closer cooperation between radio and motion pictures with announcement that negotiations have been completed between General Mills Inc. (flour & cereals), and nine major Hollywood film studios for a series of broadcasts similar to those of Paramount. Although details were not available at this writing, the daily quarter-hour program will go transcontinental over either NBC or CBS. They will originate from a different Hollywood studio each day. First company whose production activities are scheduled in the series is 20th Century-Fox Film Corp.

Leaders in the motion picture producer-distributor and operating field have come to realize the value of radio as an important factor in increasing theater attendance and that well-presented air appearance of stars and featured players helps the box office. General impression in Hollywood is that movie trade publications planted the seed of discord, playing it up to such a degree that distributors-exhibitors for a time were convinced that radio was actually hurting their business. NBC-Paramount tie-in and the General Mills Inc., series, now in the making, definitely squash this "pipe dream" of discord. Paramount, which owns or operates approximately 1,700 theaters throughout the country, has always been radio-minded, maintaining that it didn't hurt business but, to the contrary, helped to increase box office attendance.

Lenox R. Lohr, NBC president, when on the West Coast, and approached on the subject of existing disharmony, stated that "there is a mutuality of interest between radio and motion pictures" and pointed out that one works for the other.

"Radio has developed big name stars and we have no objection to our people going into the movies," he said. "If there is a misunderstanding between radio and motion picture heads over the exchange of talent, it is not a serious conflict. I'm sure the problem will be settled in short order."

### Common Ground

William S. Paley, CBS president, also in Hollywood last month, stated the recently formed producer-radio committee under chairmanship of Will Hays "had been instrumental in silencing the cry of exhibitors and proved that air appearances, correctly handled, were beneficial to screen talent reputations." He further stated that radio and motion pictures are finding more common ground, and that people throughout the country are increasingly interested in hearing screen personalities on the air, and added that "this public demand is to be met".

Warner Bros., through Transamerican Broadcasting & Television Corp., and KFWB, Hollywood, which they own and operate, has embarked on radio programming on a large scale. Instead of working through other talent agencies, as in the past, Warner Bros. under its new setup keeps direct control of its featured stars and players and at the same time publicizes its own picture productions.

# General Motors Resumes Adds Short Spot Series

GETTING back into productive swing after its enforced curtailment during six weeks of strikes, General Motors Corp. late in February was preparing to resume its entire widespread advertising program.

Chevrolet division was the first to resume any selling advertising of any sort—and prominent in the plans was radio. A total of almost 400 stations used 84 spot announcements during the last part of February, announcing that production was under way once more and that deliveries would be ready shortly. Chevrolet's plans also called for the resumption of the *Musical Moments* transcriptions at the earliest possible moment—probably within the first two weeks in March.

The rest of the General Motors radio programs continued without much change during the strike. Time schedules in behalf of Chevrolet, Pontiac and Olds were continuing on national chains. The LaSalle style show was not renewed when it ran out. The General Motors Sunday night concerts ran on the original schedule formulated last fall, and will continue until early summer.

# NETWORK RECEIPTS UP 28% FOR MONTH

ON THE BASIS of January revenues reported by nationwide networks, the broadcasting industry will find 1937 an even bigger year than 1936, in which it passed the $100,000,000 mark for the first time. The combined figures for NBC, CBS and MBS show that in January advertisers paid these networks a total of $6,090,101, an increase of 28.2% over the $4,749,104 spent on network broadcasting in January, 1936.

One explanation for the increase may be found in the supplementary report issued by NBC on its daytime revenue for the month, which showed an increase of 94% in weekday daytime revenue and of 78% in Sunday daytime revenue over the same month in 1936. NBC's weekday daytime sales in January totaled $961,866; its Sunday daytime total was $297,577. While neither Mutual nor Columbia released similar breakdowns of their aggregate income figures, it is logical to assume that the increased use of daytime hours by national advertisers was responsible for a large part of the increased network revenue.

### Gross Monthly Time Sales

|  | *1937* | *% Gain Over 1936* | *1936* |
|---|---|---|---|
|  | **NBC-Red** |  |  |
| Jan. | $2,374,633 | 37.6% | $1,725,172 |
|  | **NBC-Blue** |  |  |
| Jan. | $1,167,366 | 22.0% | $ 956,643 |
|  | **CBS** |  |  |
| Jan. | $2,378,620 | 24.2% | $1,901,023 |
|  | **MBS** |  |  |
| Jan. | $ 187,362 | 12.7% | $ 166,266 |

# Sarnoff Spikes Recurring Rumor of NBC-Blue Sale

PERSISTENT rumors recurring again during the last fortnight, holding that the NBC-Blue network may be sold by RCA, were met with a flat denial by David Sarnoff, RCA president, who told BROADCASTING Feb. 23 that there have been no negotiations or discussions toward that end and that there is "not a word of truth" in the reports. The latest gossip linked one Frank Altshul with the Lazare Freres and Hutton underwriting concerns with efforts to purchase the networks. The first reports about an alleged sale were heard about a year ago when Richard C. Patterson Jr., representing himself and unnamed industrial and banking interests, made an offer to purchase the Blue network which was flatly rejected by RCA. Mr. Sarnoff made it clear then, and repeated to BROADCASTING, that RCA has no present or future intention of disposing of the network.

# KIDO to Join NBC

KIDO, Boise, Idaho, has signed a five-year affiliation contract with NBC to become effective when telephone lines are ready, probably in the spring. It will be a member of the Mountain Group and optional on either Red or Blue Networks, commanding the $120 rate. Service to the station will start at about the same time KOB, Albuquerque, which was signed on June 28, joins the network. The station operates on 1350 kc. with 1,000 watts night and 2,500 watts day. It is owned by F. L. Hill and C. G. Phillips.

# Good Contests and Bad--A Sales Problem

### By HELEN KING

## Some Tips on Why Some Contests Pay for Themselves and Why Some Others Turn Out to Be Costly Ventures

**HELEN KING'S mail comes in by the carload, for her business is to handle the clerical work of sorting contest mail and picking winners. She has been serving as contest consultant for several years and has handled some of the biggest campaigns on the air. Mr. Souders, who worked behind the scenes in a big contest, explains how winners are selected and mentions some of the regurgitations that surprise advertisers after the competition gets under way and the prizes are awarded.**

HELEN KING

THE CONTEST boom is on! Agencies and sponsors are taking advantage of the Yankee craze "something for nothing"; the air is filled with "box tops" and "label" requests; hundreds of thousands of entries are submitted; pages of publicity are given contests and winners.

Where will it all lead?

Contests have long been a sales promotion feature designed to obtain new users of a product. Much money has been spent on the handling of a contest, and in the awarding of prizes. And money has been wasted in contests not set up properly, for contest management is a science in itself and should be treated as such.

Contesting is not merely the broadcasting of the fact that prizes are to be awarded. There are numerous factors to be considered. What type contest has the greatest appeal? How can sponsors take precautions to assure large returns? Is a sales-slip necessarily proof of purchase? Is it possible to prevent plagiarism? Do winning entries have any value to a sponsor? What medium is best? Are the so-called professional contestants of any value to a sponsor?

### Finding a Natural

With all these questions in mind, the contest-sponsor can get to work. Each contest should fit his particular need. It should be built around the product, and program, whenever possible, and it should make the participants *think* about the trade name—be conscious of it—conscious enough to remember the name when it is necessary to purchase the particular commodity.

As example: *Radio Guide* magazine planned a series of articles on handwriting-analysis so a handwriting contest was utilized to tie in with the feature stories. Furthermore, radio stars acted as honorary judges, daily, again tying in with the magazine. The Spud cigarette contest is of a humorous, entertaining and novelty type, so that it may fit in with the Ed Wynn program, again a "natural".

An agency building a contest should be qualified to outline, plan, set-up, handle and judge entries, throughout the entire run; should realize that in most cases it is the *woman* who buys, the woman who enters contests. Therefore the woman's viewpoint *must* be considered. The agency should realize woman's first interest is her family, and secondly her home. Prizes, and methods of alluring entries should be built around this idea.

It is also advisable to insert the idea that the contest headquarters is open at all times to the public. Although one in 10,000 may take advantage of the idea, it at least shows the openness and honesty behind the feature.

Research has shown that of the many type contests available, the public seems to prefer either the slogan — which gives short and snappy entries, or the popular "Why I Like . . .". Running in cycles as they do, the letter and limerick ideas seem to be the most popular.

Naturally each sponsor wants large returns. It is accepted that a contest is run to get the public interested in a particular product, and to stimulate sales. The advertiser then hopes the public will find the product good enough for future use.

The wise sponsor will take every precaution to run a successful contest. He will also *make the contest pay for itself*. This can, and has been done. It is accomplished by giving as much attention, and publicity, to the contest as to the product itself.

Most companies advertise their products in newspapers, magazines and over the air. For large returns a contest should receive the same attention. Too often it is relegated to the background, even though the prizes are valuable. It is ludicrous to see a "$10,000 cash prizes" contest in a tiny corner of an advertisement, or just mentioned quickly on a program.

### Promoting by Radio

Naturally, a contest plugged daily on the air will draw more than one mentioned weekly. However, statistics have shown that a daily contest will draw eight times as much as a weekly one! As a rule sponsors count entries as they arrive, still in envelopes. While this method is quick, and a geographical breakdown is obtained easier, it is not accurate. To get full value *each entry*, rather than each envelope, should be counted.

Thus an envelope containing 10 legitimate entries (10 box tops) should be counted as 10, not 1, which the envelope checking would reveal. Contestants have been known to enter as many as 45 times in one attempt. A sales sheet would show 45 sales, while the envelope check would reveal but one.

One contest-breakdown revealed 24,400 envelopes having 4,000 extra cartons. The network forwarding the mail had a count of 24,400, whereas the number, from the standpoint of sales was really 28,400.

Some sponsors believe that a sales slip constitutes purchase. It

(*Continued on page 69*)

# *An Advertiser's Viewpoint on Contests*

## *Backfires From Public Require Delicate Handling*

### By CHARLES SOUDERS

"IT'S EASY! It's fun! It's profitable! You have an equal chance to win the $25,000 grand prize! Fancy writing doesn't help. *It's what you say that counts!* Send your entry with a sales slip to. . . ."

These words coming out of the radio speaker send millions to the nearest store to purchase the product advertised and to get the necessary sales slip to qualify their entry for the top prize. Whether it's $1,000 or an income of $100 a month for life, most people compete for the major award.

What the total entries in contests are in a year no one knows. It is impossible to get an accurate estimate but certainly there are hundreds of millions. A contest for relatively small prizes may easily draw hundreds of thousands of replies, and the ones offering bigger prizes run well over a million.

What happens to these millions of contest entries once they reach the manufacturer? Here's a short trip behind the scenes of one national radio contest with which the writer was connected. Generally these same conditions apply to most contests of national significance.

The mail began to trickle in . . . only one letter the day of the opening announcement, and that from a woman who, because of her intense interest in the program had sensed the nature of the contest. She wanted her letter to be the first entry. It was! The second day brought 100 letters, the third day 1,000 and by the end of the first week the total had reached 12,000.

As usual, the announcement of the deadline (at the end of the third week) brought a last minute rush to post offices all over the country and the mail totalled more than 40,000 in one day. In all we received just under 200,000 letters. While this may sound like a staggering total (and it was double our expectations) it is actually a very small figure in comparison with the million and more of some contests.

### Elimination Process

First the mail was sorted to take out any that had been delivered to the contest headquarters by mistake. At the same time a count was taken. The envelopes were put through an electric cutter and racked in boxes of 300 each to be sent along the work tables to a crew of girls. They took out the letters, checked for the necessary sales slip, and stapled any loose pages together. Those letters without sales slips were immediately rejected while all qualified entries were banded in bundles of 100 for the readers.

Each reader had a set of rules for her guidance in disqualifying letters. Because, in this particular contest, the subject assigned was *based entirely on the radio story*, we set up these rules.

Disqualify any letter that: Lauds the virtue of the product; contains the writer's personal history; tells how badly the prize is needed; quotes scripture, literature, etc.; is general rather than specific; is not accompanied by a sales slip; shows a postmark later than the announced deadline.

A word of explanation about these rules, since they may seem a little harsh at first glance. The first rule regarding flattery of the product was unusual, since most contests, unlike this one, are concerned primarily with the product. Second, because of the nature of the radio story we expected and received thousands of "true life" stories. One wit suggested that we sell them to the magazines specializing in such material. We didn't do this, but we did reject them as possible winners.

The third rule is obviously necessary. Some of the pleas for money for needy children, for clothes, food, debts, and medical care, were truly moving. In fairness to other contestants who may have been just as needy but who wrote about the assigned subject, we had to

(*Continued on page 68*)

# Politics or Public Service--The Newspaper-Radio Issue

## (An Editorial)

A TEMPEST of major proportions is being stirred up on Capitol Hill over the question of newspaper ownership of broadcasting stations. It is more than a spontaneous issue; it is a movement that has been brewing since the last elections, during which radio cut such an important figure as a campaigning medium. Thus, we are not far afield, when we say its inception is largely political.

Those on the Washington scene, who may be assumed to be in a position to detect trends, discern in the effort a step motivated not so much by economic conditions or the desire to insure competition but by an overpowering desire to prevent publishers from dominating the "editorial policies" of radio stations as they do those of their newspapers. Assuming this to be a danger (and it has not proved to be thus far), there are other ways of meeting it. But first let us consider the cause of the new outcry.

We say we are satisfied from our observations that the underlying reason is political. Here's why:

Administration spokesmen almost to a man will say that radio did a splendid job during the last campaign; that it kept faith with all parties, including even the Communists; that it played its part without partisanship or favor. They point out that although an estimated 85% of newspaper circulation was opposed to the return of the New Deal, the Democratic victory nevertheless was unprecedented in its sweeping scope, for along with the presidential slate an overwhelmingly New Deal Congress was catapulted into office. Undoubtedly the New Deal's adroit use of radio helped win it the elections despite the bitter newspaper opposition. The newspapers know they lost face and their editorial prestige became almost nil.

Today, with the absorption of so many radio stations by newspapers and with newspapers applying by the score for new stations, the politicians are becoming uneasy. For what they conceive to be their own political salvation, they want to keep radio free from partisan newspaper domination.

The danger, however, is one that exists more in political thinking than in actuality, according to our observations. No one has yet built a case against the newspaper-owned stations for partisanship in the last or in any previous campaign. Radio by and large kept itself aloof from partisan motives—even those stations owned by strongly partisan newspapers. More than that, even a cursory perusal of the list of newspaper-owned radio stations shows that for every station owned by a New Deal antagonist there is one or more owned by a pro-New Deal newspaper; the large number of recent grants and the large number of newspaper stations in Southern states [see BROADCASTING 1937 Yearbook] bear out this statement.

But rightly or wrongly, the situation exists and the sentiment against newspaper ownership was strong support in Congress. Proposed legislation would force complete divorcement of newspapers from stations, including those already owned by publishing interests. The FCC, in a well-reasoned but none too emphatic opinion, concludes that legislation can be enacted to bring this about. We do not know enough law to contradict this, but ordinary common sense would seem to dictate that neither Congress nor the courts should conclude that one class of citizens—newspaper publisher, shoemaker, veterinarian or Democrat—may or may not own stock in a business enterprise of any character. The criterion should be and is citizenship, reputation and ability to render service.

But in these hectic legislative days we would not hazard a guess what Congress and the courts might do.

Knowing the cause, what should be the cure if an evil exists, actually or potentially? Certainly not the extreme to which the pending proposals would go, such as complete separation. That would mean, in its broadest aspect, that a newspaper publisher or a man owning stock in a newspaper not only could not own any shares in a radio station but could not even own a single share of the public stock offered by RCA or CBS since both operate subsidiary stations.

We are convinced that the legislators espousing these bills do not want to go to such an extreme. They simply want a guarantee against the domination of the editorial capacity of the microphone by hostile newspaper publishers. They don't want one newspaper publisher to own all newspapers and all radio stations in one community, admittedly a doubtful situation.

We believe the FCC can prevent such extreme cases under the broad public interest clause of the law. The remedy for the other "evil" might repose in some sort of legislation preventing newspapers that own or control stations from utilizing them as mouthpieces for their partisan publishers. This might be accomplished by giving the licensing authority power to take punitive action against any station for willful use of its facilities for purely partisan purposes. Possibly a broadening of the political section of the communications act would accomplish this end.

In any event, the answer should come from open hearings. Senator Wheeler, foremost proponent of the legislation, has indicated these will be held. He has also announced his intention of holding hearings on proposed legislation to curb the multiple ownership of stations by the networks.

The newspaper ownership question is a vital one not only because of its political motivation but because so many newspapers themselves are on both sides of the fence. Already word has seeped out that certain anti-radio publishers have informed their Congressmen they will support the bills of divorcement. Their purpose is obvious. They have long resented the benefits their competitors are deriving from their radio station adjuncts, never stopping to blame themselves for their own lack of foresight. Possibly we may see a revival of the battle of prior to two years ago when the American Newspaper Publishers Association was torn with internal strife between pro-radio and anti-radio factions.

Finally, let us say as strongly as we can that we would bitterly oppose any development wherein all radio stations became mere adjuncts of newspapers. Radio should and can stand on its own legs and most publishers owning stations insist that it do so by operating them as separate corporate entities. By their past record newspaper-owned stations, with few exceptions, have proved to be a helpful rather than hindering influence in radio. Some of the best-managed stations in the country are newspaper-controlled.

We feel radio is big enough to be operated as a separate industrial entity and should not be subservient to the press. As a general rule, it isn't today.

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## Grant to Corpus Christi; KGFI Seeks Transfer

CLOSE on the heels of the FCC's authorization Jan. 27 of a new regional station in Corpus Christi, the Eagle Broadcasting Co., operator of KGFI, Corpus Christi, applied to the FCC in February to move KGFI into Brownsville, Tex. The new regional in Corpus Christi will operate with 250 watts night and 500 watts day on 1330 kc., and will be licensed to the Gulf Coast Broadcasting Co.

KGFI operates with 100 watts night and 250 watts day on 1500 kc. Its stock is 14% held by W. G. Kinsolving, publisher of the *Corpus Christi Caller-Times*, the remainder being divided among Dr. E. M. Wilson, Ernest E. Wilson, Charles T. Wilson and Ewol E. Wilson. Mr. Kinsolving also heads the company holding the construction permit for the new station in Corpus Christi but owns only 10% of its stock. Holding 45% each are Houston Harte and M. B. Hanks, Texas publishers, who also have interests in KRBC, Abilene; KPLT, Paris; KGKL, San Angelo, and KBST, Big Spring.

## Griffin Polish Plans

GRIFFIN MFG. Co., Brooklyn (Griffin All-White shoe whitener), on May 17 will start a musical show on NBC-basic Blue plus the South Central group, Mondays, 7-7:30 p. m. Agency is Bermingham, Castleman & Pierce Inc., New York.

## Grape Nuts Discs

GENERAL FOODS Corp., New York (Grape Nut Flakes), on March 8, through Young & Rubicam Inc., Hollywood, starts a 39-episode Western transcription serial, three times weekly on 12 eastern and midwestern stations. Quarter-hour serial, titled *Hoofbeats*, was written by Cherry Wilson with Cyril Armbrister directing, and features Buck Jones, western picture star. Felix Mills conducts the music. Recordings Inc., Hollywood transcription concern, cut the serial under supervision of Raymond R. Morgan Co., the agency. Stations are WFEA, WLEV, WHP, WSOC, WMBD, KGA, WMAS, WBNS, WOOD, WDAY, WACO, KFAB.

## FTC Stipulations

STIPULATIONS to cease trade practices deemed unfair by the Federal Trade Commission have been signed with the FTC by the following companies: Arcturus Radio Tube Co., Newark, descriptions of tubes; Lehn & Fink Inc., Bloomfield, N. J., descriptions of Lysol; B. Max Mehl, Fort Worth, claims for coin catalogue; Dollar Crystal Co., Omaha, claims for mineral crystals. The FTC has filed complaints against American Television Institute Inc., Chicago; Earl E. May Seed Co., Shenandoah, Ia., and Glenn Laboratories Inc., New York.

JACK BENNY has renewed his contract with General Foods Inc., New York, for a three year period.

# Wheeler Radio-Press Bill Gets Reaction

## *Stations and Newspapers Respond; Congress Defers Action*

SHOVED temporarily into the background by the vigorous fight being waged against the President's Supreme Court plan, Senator Wheeler's proposal for legislation designed to force complete separation of newspapers from broadcast stations has been dormant during the past fortnight, but in the meantime there have been plenty of repercussions within the industry.

Senator Wheeler (D-Mont.) declared Feb. 23, upon his return from a speaking tour in the midwest, that his participation in the Supreme Court issue probably will result in slowing up work on the newspaper radio issue, which he instigated. He is the spearhead of the liberals' drive opposed to President Roosevelt's judiciary plan and has been in the forefront of this impending legislative battle.

He asserted, however, that preparations are being made for drafting a bill which would accomplish the end he has in view [BROADCASTING, Feb. 15] with likelihood of its introduction sometime this month. After introduction of the measure and its reference to the Senate Interstate Commerce Committee, of which he is chairman, Senator Wheeler intends to appoint a subcommittee to hold hearings on the measure.

### General Reaction

Meanwhile, there were numerous reactions to the bill. A solid phalanx of newspaper-owned stations, totaling some 200, was seen against the Wheeler proposal and a bill in the House already introduced by Rep. Wearin (D-Ia.). On the other hand, numerous unnamed publishers not having radio station affiliates and fearing that type of competition were reported to be favoring the legislative proposal, along with a host of independent radio stations.

Even more interest-arousing was the widely prevalent report that President Roosevelt had asked Attorney General Cummings for a confidential opinion on proposed legislation which would prohibit newspaper ownership and that the opinion held such a law would be unconstitutional. Confirmation of this could not be obtained, either at the Department of Justice or at the White House. Nevertheless the report persisted that the opinion had been rendered informally and that a copy of it had been sent to Senator Wheeler.

If such an opinion actually was rendered, it was in direct conflict with the conclusion reached by Hampson Gary, general counsel of the FCC, who held, in replying to a specific inquiry from Senator Wheeler, that legislation calling for complete divorcement "should meet the constitutional requirement." He said, however, that such a conclusion was "not free from doubt" [BROADCASTING, Feb. 15].

Rep. Wearin asserted Feb. 23 that he had received reactions both favorable and unfavorable to his bill which would prevent newspaper ownership of stations or station ownership of newspapers. Newspaper proprietors having stations generally have expressed disfavor, he said, while many independent stations have come to the fore with praise and promises of support.

The Iowa Congressman asserted on Feb. 26 he had discussed with Chairman Lea (D-Cal.) of the House Interstate & Foreign Commerce Committee, the possibility of holding hearings on his measure this session and that he expected some definite ruling in the near future. Generally, legal sentiment differed with the conclusion of General Counsel Gary as contained in his opinion submitted to Senator Wheeler. While the concensus of legal opinion was that Mr. Gary's conclusion was plausible, many attorneys held it was in conflict with other court rulings having to do with due process under the constitutional guarantee. Considerable editorial opinion was also aroused over the Wheeler-Wearin move.

### David Lawrence Comments

David Lawrence, noted Washington journalist, in his syndicated dispatch Feb. 20, viewed the measure as an effort by President Roosevelt toward "control of radio and the press". He was critical of the Gary opinion and declared that among well-informed lawyers who follow constitutional precedents "there seems little doubt but that the proposal to separate newspapers from ownership of broadcasting stations is unconstitutional on its face because it is a direct interference with the freedom of the press and also a violation of the due process clause of the Federal Constitution."

Mr. Lawrence added that it was conjectural, however, as to what a new Supreme Court, consisting of six new justices, appointed under the present circumstances, might say about the Constitution. "Maybe General Counsel Gary's opinion will some day be constitutional law when an administration in power quietly assumes the right to control the various means of communicating news and ideas all the way from newspapers, the radio, the ownership of movie newsreels, or television companies down to the smallest printing establishment of the nation," Mr. Lawrence wrote.

As the Wheeler-Wearin proposals gain momentum, considerable speculation has developed apropos the political aspects of such legislation. That there will be formidable New Deal opposition to the measure, even if President Roosevelt openly espouses it, was foreseen by virtue of the existing diverse ownership of broadcast stations, from the most important to the 100-watters, by strong Democratic figures. It is entirely possible, it is felt, that the burden of opposition would be carried by New Deal sympathizers rather than anti-New Deal publishers, since it is estimated that there are as many, if not more, newspaper publishers favorable to the New Deal in broadcasting than unfavorable.

Grants of new stations since Jan. 1, 1936, totaled about 60 and included at least 25 individuals or groups connected with newspapers. Senator Wheeler, in discussing his proposed legislation, was critical of alleged political suasion used on the FCC in behalf of newspapers by members of Congress and others high in public life.

## AFTERMATH OF THE OHIO FLOOD

**AFTER THE FLOOD**—Above is the mud-caked and debris-laden transmitter house of WGRC, New Albany, Ind., across the Ohio River from Louisville, as it looked after the flood waters had receded. At right is a miniature reproduction of the large photo carried on page 20 of the Feb. 15 BROADCASTING, showing the vertical radiator of the 100-watter standing in 15 feet of water, with the same transmitter house entirely immersed at the spot (X). Charles Lee Harris, manager of WGRC, reports that the station "took an awful wallop right on the chin to the extent of about $6,000." Its new RCA transmitter, he writes, was completely ruined by the flood, and about all that was salvaged was the shell of the transmitter house pictured above. RCA has rushed new transmitter equipment to WGRC and it expects to be back on the air the first week in March. During the flood it used an amateur station on its own wave length, established in a schoolhouse on high ground, to carry on rescue and relief work [BROADCASTING, Feb. 15].

### Likely Opponents

Outstanding among Democrats and New Deal adherents who may be expected to oppose the movement are such figures as Judge Robert Bingham, publisher of the *Louisville Courier-Journal* and *Times*, operating the 50,000-watt WHAS, who is President Roosevelt's Ambassador to Great Britain; Jesse Jones, Chairman of the Reconstruction Finance Corp., whose vast Texas holdings include Houston newspapers which control three stations in that city; former Governor James M. Cox, of Ohio, 1920 candidate for President on the same ticket which carried Mr. Roosevelt as vice-president, who is owner of the *Dayton Daily News*, operating WHIO and the *Miami Daily News*, operating WIOD; Amon Carter, publisher of the *Fort Worth Star-Telegram*, and operator of WBAP, Fort Worth, and KGKO, Wichita Falls, the latter about to be moved into Fort Worth; C. E. Broughton, publisher of the *Sheboygan* (Wis.) *Press* which operates WHBL, who is a Democratic state committeeman; John Ewing, publisher of the *Shreveport Times* and operator of KWKH and KTBS and a power in Louisiana politics.

### New Deal Opposition

Moreover, observers are not inclined to overlook such powerful pro-New Deal interests as the Scripps-Howard newspapers, *Dallas News*, *Dallas Times-Herald*, *Atlanta Journal*, *Birmingham News*, *Greenville News-Piedmont*, *St. Louis Star-Times*, etc., all operators of radio stations.

These are only a few of the Democratic newspapers in radio. A review of the newspaper-radio list [BROADCASTING, 1937 Yearbook] reveals that there are perhaps fully as many newspapers in the Democratic South operating station adjuncts as there are in the North, where political allegiances are by no means all anti-New Deal.

In the President's own household, it is pointed out, there is definite pro-newspaper radio sentiment. Elliot Roosevelt, second son of the President, is vice-president of Hearst Radio Inc., operating ten stations. Prior to his association with Hearst Radio last year, he was vice-president of Southwest Broadcasting System, a portion of which Hearst bought out.

The presence of M. H. Aylesworth, former NBC and RKO chief executive, in the newspaper-radio sphere when he joins Scripps-Howard March 1, also is expected to have some bearing in the handling of the proposed new legislation. Recognized as one of the outstanding authorities on radio and one of the pioneers in fostering newspaper cooperation with radio, Mr. Aylesworth probably will reflect the Scripps-Howard viewpoint in any legislative hearings on the proposed measures. Scripps-Howard newspapers have four radio stations identified with them. As president of NBC, Mr. Aylesworth on many occasions appeared before Congressional committees with respect to radio legislation.

## NBC Seeks Right To Carry Opinions Of Supreme Court

### Request for Booth Submitted To Marshal of the Court

PRESS privileges for NBC in the Supreme Court, seeking occupancy of the remaining booth available in the press room to be used for direct transmission of momentous opinions of the nation's highest tribunal, have been requested in a letter to the Court from Kenneth C. Berkeley, manager of WRC and WMAL, Washington NBC outlets.

The nine Justices, under customary procedure, will consider the request at a forthcoming conference. The novel request transcends in significance even the effort of networks and of radio press associations in 1932 for the right to broadcast congressional proceedings and for gallery privileges.

The letter is in the hands of Frank Key Green, marshal of the court and, as BROADCASTING went to press, he said he proposed to present it to the court members at the first available opportunity.

Mr. Berkeley pointed out that decisions of the court are of vast importance and of interest to the public at large. With radio handling news direct from the scene on a more widespread basis than ever before, he asserted, a logical step forward would be coverage of the Supreme Court on decision days over a nation-wide NBC network.

### Experts Would Handle

In his letter, it is understood, Mr. Berkeley brought out that the NBC plan, if approval was forthcoming, was to obtain the court's decisions on decision days and quote excerpts from them over one of its networks, and possibly also over its shortwave stations. The plan would be to assign a man to the courtroom who would procure the digest of the decisions.

Court rules, it is felt, would not permit the use of microphones in the chamber itself, and this authority is not sought. However, a representative of the network, along with those of the major press associations, could be accommodated with a desk and transmit dispatches by pneumatic tube to the press room where an announcer or commentator could pick them up for actual broadcast.

The networks now are permitted to broadcast important occurrences from the House floor and at the opening sessions of Congress are permitted to install their microphones on the rostrum and to have observers in special booths.

In 1934 CBS, through its then Washington vice-president, Henry A. Bellows, petitioned the appropriate committees of both House and Senate for press gallery privileges for their radio commentators and news representatives. Because of the peculiar setup of the press galleries, the standing committee representing daily newspaper and press association correspondents governs admissions to the gallery. This organization declined permission for admission of radio representatives to the press gallery for news coverage purposes. A movement then was started for a separate radio gallery which would have accommodations equivalent to those of the press. This project, however, was suddenly dropped and nothing developed afterward.

## Kentucky Derby on NBC

THE 1937 Kentucky Derby, scheduled for May 8, will be broadcast exclusively over NBC. Brown & Williamson Tobacco Corp., Louisville (Raleigh and Kool cigarettes), which last year sponsored the broadcast of the race over an exclusive CBS hookup, are reliably reported to be the sponsors again this year, although neither NBC nor Batten, Barton, Durstine & Osborn Inc., the company's agency, will officially confirm the report.

## Easter Dye's Seasonal

FRED FEAR & Co., Brooklyn (Chick Chick and Magic Wand Easter egg dyes), will use one-minute announcements on 37 stations in its annual pre-Easter campaign. Placed through Menkin Adv. Inc. N. Y., the announcements will be broadcast on March 18, Mach 23 and March 25 on the following stations: KDYL, KFH, KGU, KOA, KFPW, KGO, KFI, KJR, KSD, KMBC, KRLD, KSTP, KTRH, KOIN, WMCA, WOL, WFLA, WLS, WJR, WHK, WFIL, WNAC, WWL, WSB, WIRE, WHAS, WBAL, WKBW. WDOD, WSOC, WCKY, WNEW. WKY, WOW, WMC, WJAS, WHAM.

## Matrix Shoes Schedule

E. P. REED & Co., Rochester, N. Y. (Matrix shoes), on Feb. 24 launched *Time to Relax*, quarter-hour transcribed program of music and exercises, which will be broadcast once weekly on 25 stations. A free booklet of diets and exercises is offered on the broadcasts, which are placed through Geyer, Cornell & Newell Inc., New York. The list of stations includes: WOR, WGN, WCAU, WJAR, KNX, KMBC, WFBM, WHKC, WEEI, WCAE, WWJ. WHK. KPRC. KGO, WJSV, WFBR, WTMJ, KWK, WOOD-WASH, WJAC, WLAC, WHIO, KDYL, WHAM.

## Joint Tobacco Series

WEBSTER - EISENLOHR Inc., New York (Webster Cigars), which has been sponsoring horse race results and gossip 15 minutes nightly except Sunday over WIND, Gary, will double the length of the program March 2 at which time Penn Tobacco Co., Wilkes-Barre, Pa. (Kentucky Winners Cigarettes) will share the sponsorship. The new setup, a 40-week arrangement, will have the Penn Tobacco Co. sponsoring the program on Tuesdays, Thursdays and Saturdays with Webster-Eisenlohr assuming sponsorship on Mondays, Wednesdays and Fridays. Advertising agency for Webster-Eisenlohr is N. W. Ayer & Son Inc., Philadelphia, while Ruthrauff and Ryan Inc., New York, handles the Penn Tobacco Co. account.

## Yeast Campaign

NORTHWESTERN YEAST Co., Chicago, for a new unnamed baking product, on April 5 starts *Virginia Lee & Sunbeam* on WLS, Chicago, 15 minutes thrice weekly for 13 weeks. A 10-week spot campaign for Northwestern Yeast's Yeastfoam tablets, using five-minute transcribed programs *Little Theatre of Life* three times weekly, recently started on 38 stations. Agency is Hays MacFarland & Co., Chicago.

"JAP" GUDE

## Station Relations Post Of CBS Goes to Gude

JOHN S. GUDE, publicity director of CBS, has been relieved of his regular duties and assigned to assist Herbert V. Akerberg, vice-president in charge of station relations. The move, which went into effect Feb. 23 and is to continue for an indefinite period, gives Mr. Gude the position of station relations manager, a post that has been vacant since Mr. Akerberg left it a year ago to succeed Sam Pickard as vice-president. Donald A. Higgins, for three years news editor of the CBS publicity staff, becomes acting publicity director.

Mr. Gude has been with CBS for seven years, first in public events, and for the last five in the publicity department. which he has headed for more than three years. Before joining CBS, Gude spent several years in the advertising and promotional departments of the Tidewater Oil Co., which he entered following his graduation from Brown University in 1926.

Mr. Higgins is a Kansas U. graduate who started in newspaper work with the *Kansas City Star*, spent six years with U.P., and one year with NBC's New York press department before coming to CBS, where he has been news editor for the past three and a half years.

## Mexico Promotion Fund

THE MEXICAN Government Tourist Bureau, through its New York offices, is planning to spend approximately $500,000 in the United States during 1937, with radio playing an important part in the campaign to attract tourists to Mexico. De Garmo Corp., New York, is in charge of the account.

## P & G Testing Dash

PROCTER & GAMBLE Co., Cincinnati, is using about 10 weekly spots on KFI, Los Angeles, including daily participation in the *Anne Warner* women's program and a few announcements, to advertise Dash, a laundry soap powder which has distribution only on the West Coast. Pedlar & Ryan Inc., New York, is the agency.

## Cooperative Setup Succeeds Affiliated

### Midwest Broadcasting Co. Is Headed by Herbert Mann

WITH the Affiliated Broadcasting Co. in receivership, most of the member stations of ABC have banded together cooperatively and will henceforth be known as the Midwest Broadcasting Co. The officers of the group are Herbert Mann, WRJN, Racine, Wis., president, and George F. Courrier, WWAE, Hammond, Ind., secretary.

Banded together primarily for sales purposes, MBC plans on appointing station representatives in New York and Chicago to handle sales for the member stations. Although MBC will not maintain a regular broadcast schedule, should any event of general interest occur in the vicinity of any of the member stations or should the group want to broadcast a special program from one of the stations, wires may be leased on an hourly basis by giving the telephone company 36 hours notice. There is a possibility that major league ball games, especially those from Chicage, may be aired over MBC. Under the cooperative basis there will be no "key" station, all the stations being on an equal footing.

### Receiver Is Named

For a time it appeared likely that a regional web to succeed ABC would be formed by a group headed by Mrs. Ruth Hanna McCormick Sims, publisher of the *Rock Island Morning Star* and *Rock Island Register-Republic*, which own 49% of the stock of WROK, Rock Island, but these negotiations have fallen through.

Frank J. Murnighan, Chicago real estate man, was appointed receiver of the Affiliated Broadcasting Co., after a creditor's bill asking that a receiver be appointed was filed in the Circuit Court by the Reuben H. Donnelly Corp., Chicago.

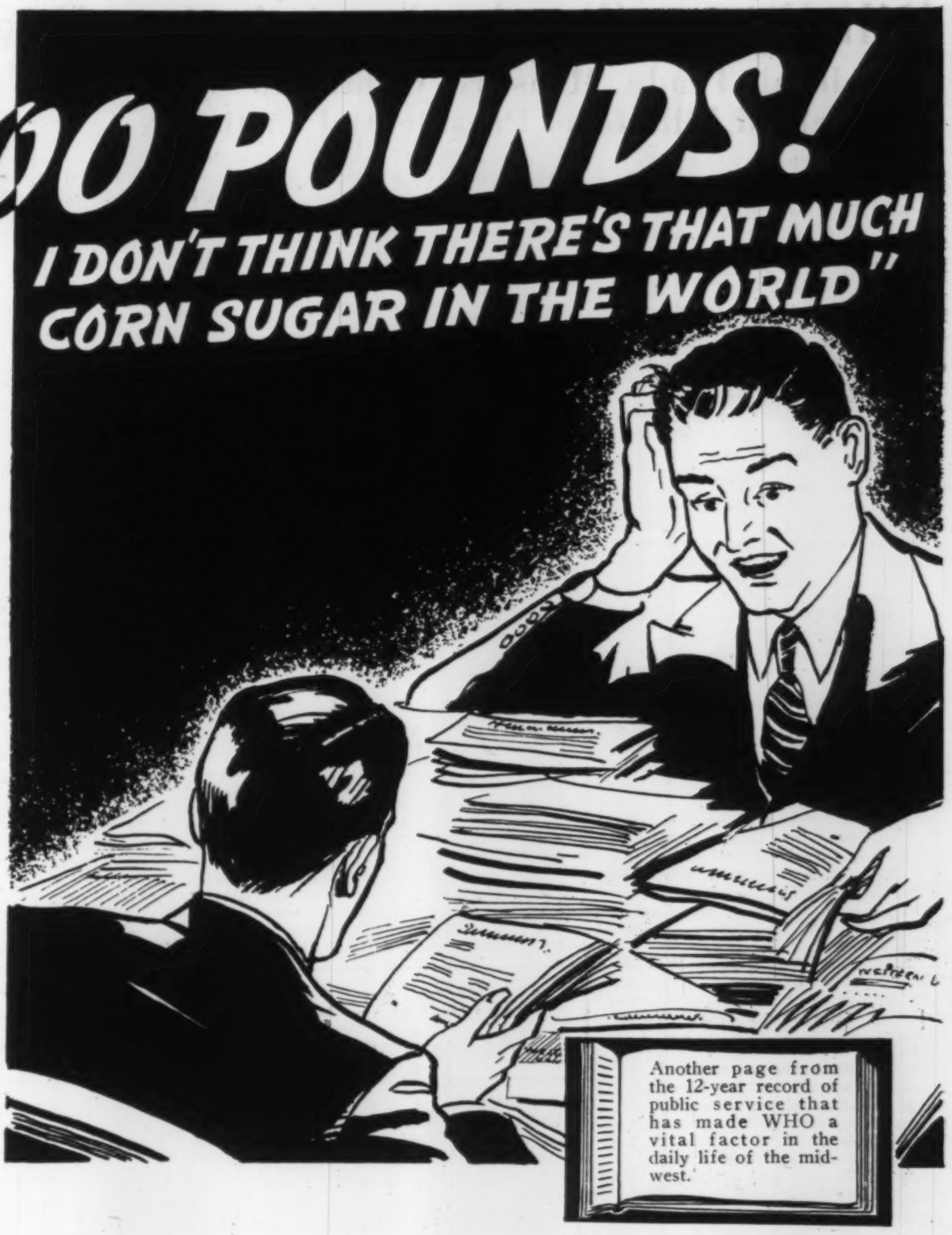
A meeting of the stockholders of Affiliated scheduled for Feb. 23 in Chicago resulted with nothing being decided upon as there was not even a quorum present. According to Ota Gygi, promoter of the ABC chain, an election of officers will be held within 30 days. Members of the present board include Charles Edward Brown, George Buffington, T. E. Quisenberry and Samuel Insull. Mr. Insull was president of ABC but resigned a few months after the opening of the regional network.

Mr. Gygi also said: "A concerted effort is being made by the stations to continue the Affiliated Broadcasting Co." He told BROADCASTING that there is a possibility, too, that he may form a regional network in the South.

## Two Test Campaigns

MELVILLE SHOE Corp., N. Y. (shoe retailers), will begin a test campaign on March 8 using one-minute spot announcements five times weekly over 11 stations (KGGM, WOPI, WRBL, WJBL, KFPW, KTSM, WMBH, WLVA, WCOC, KGHF, KVOA). Schwimmer & Scott, Chicago, is the agency. The agency also reports that Silex Coffee Percolator Co., New York, will begin a spot campaign very shortly.

# "106,000 POUNDS! I DON'T THINK THERE'S THAT MUCH CORN SUGAR IN THE WORLD"



Another page from the 12-year record of public service that has made WHO a vital factor in the daily life of the midwest.

IN 1925, the surplus resulting from Iowa's tremendous corn crop, emphasized the need for increasing the use of corn products.

Meeting this need, Station WHO took up the promotion of corn-sugar. On two short programs daily, listeners were offered a pound of corn-sugar, free on request.

Although the sugar was worth little more than the letter-postage, the offer had to be withdrawn after only a week, because requests had reached the astonishing total of 106,000.

Only 15,000 pounds of corn-sugar were readily available, but WHO made good on the offer, eventually sending a pound of sugar in answer to each of the 106,000 requests. Many of radio's old-timers refer to this at the first air-offer to produce over 100,000 inquiries.

# WHO

**Des Moines**
**FULL TIME**
**CLEARED CHANNEL**
**50,000 Watts**

Since the time of WHO's successful sponsorship of corn-sugar, more than a decade has passed. Each year of this decade has been marked by conspicuous service from Station WHO to the specific interests of its listeners. In the great midwestern area centering around Iowa, confidence in WHO has been firmly established through these years of friendly service. This confidence is reflected in unusual mail - response* to offers made over WHO and in unusual sales-response on products advertised over WHO.

*Recent example—three 15-minute programs produced 34,000 requests for a cook-book.

**CENTRAL BROADCASTING COMPANY, DES MOINES**

J. O. MALAND, MANAGER
PHONE 3-7147

**National Representatives: FREE & PETERS, Inc. — New York, Detroit, Chicago, Los Angeles, San Francisco**

# Bill Boosts Trade Commission Power

## Federal Trade Measure Comes to the Front as the Copeland Bill Meets Presidential Criticism

STRONG possibility that the Federal Trade Commission will be given jurisdiction over advertising of food and drugs through an enlargement of powers proposed in the pending Federal Trade Bill (HR-3143), thus shortcutting the Copeland food and drug bill (S-5), is seen by virtue of a speedy succession of legislative events in Congress during the last fortnight.

After the Copeland bill had been jammed through Committee favorably in record breaking time, proposing jurisdiction over sale and advertising of food and drugs in the Department of Agriculture's Food & Drug Administration, the House Interstate & Foreign Commerce Committee took to its bosom a measure which would remove from the Copeland Bill the advertising phases and restore them to the Trade Commission. This strategy may prove successful in blocking Department of Agriculture administration of the essential advertising provisions of such legislation. If it does, it will terminate a four-year battle on the problem.

### White House Surprise

Another surprise was the statement Feb. 23 by President Roosevelt at a regular White House press conference that he felt that pending food and drug legislation (implying the Copeland Bill) appeared to weaken the present 25-year-old act. The chief executive said he was not in favor of anything that would weaken rather than strengthen the law.

The Trade Commission amendment on advertising was offered at the conclusion of two days of hearings on HR-3143 before the House Committee by Chairman Lea (D-Cal.). HR-3143 would authorize the FTC to initiate actions on the basis of unfair or deceptive acts and practices in commerce, as well as unfair methods of competition in commerce. The bill passed the Senate at the last session but was stymied in the House during the last-minute legislative jam. There was considerable opposition to it during the two-day period.

After the presentation of testimony by a dozen witnesses, Chairman Lea proposed his amendment which would authorize the Trade Commission to go to Federal Court for injunctions against advertisers who had engaged in or who, in the opinion of the FTC, were about to engage in the dissemination of any advertisements which would render the use of the product involved imminently dangerous to health and which was false, misleading or deceptive. This injunction, if granted by the court, would be effective pending the issuance of a formal complaint by the Commission and finally by a cease and desist order.

The effect of the Lea amendment, if adopted, it was admitted, would be to shift advertising control to the FTC without regard to pending food and drug legislation and unquestionably would result in the elimination of all advertising provisions from the food and drug bill, leaving the FTC in complete charge of advertising. The fact that the proposed provision is identical in procedure with the advertising provision espoused by Senator Copeland in his own legislation, except that control would be vested in the Trade Commission instead of the Department of Agriculture, would seem to indicate that favorable House action will be forthcoming. The House consistently has supported Trade Commission jurisdiction as opposed to that of the Department of Agriculture.

### The Lea Amendment

Chairman Lea, in connection with the introduction of his amendment, said:

"Carried to its last analysis, this amendment to the Trade Commission Bill might remove the necessity for any section relating to advertising in the Food & Drug Bill that might be construed as the purpose of the amendment. Of course, the Copeland Bill is much farther along in the Senate than the Chapman Bill in the House and it is impossible to see what situation may arise."

The Copeland Bill is on the Senate calendar and was passed over Feb. 24 on objection of Senator McKellar (D-Tenn.) who said he had amendments to offer. However, there have been strong indications of opposition. Rep. Lea appointed a subcommittee to consider the Trade Commission measure along with the amendments and speedy action in that Committee also was anticipated. The subcommittee comprises, in addition to Chairman Lea, as chairman; Chapman, Ky.; Cole, Md., and Pearson, Tenn., Democrats; and Woverton, N. J., and Reese, Tenn., Republicans.

The text of the proposed Lea amendment is as follows:

> Whenever the commission shall have reason to believe that any person is engaged in or is about to engage in the dissemination or the causing of the dissemination of any advertisement of a food, drug, device, cosmetic or other commodity in such manner as to render the use of said food, drug, device, cosmetic or other commodity imminently dangerous to health and which advertisement is in a material respect false, misleading or deceptive as to the character, quality or therapeutic effect of such commodity, the commission by any of its attorneys designated by it for such purpose may bring suit in a district court of the United States or the United States Court of any territory, to enjoin the dissemination of such advertisements or the causing of the dissemination of such advertisements, pending the issuance of a complaint and the final disposition thereof by the commission, and upon a proper showing a temporary injunction or restraining order shall be granted without bond. Any such suit may be brought in the district in which such person has his residence, or in which he transacts business.

HR-3143, as reported, would exempt banks and common carriers subject to the acts to regulate commerce from the provision relating to unfair or deceptive acts and practices in commerce. This language was picked up from the existing act, it is understood, and also would embrace radio broadcasting, along with telephone and telegraph carriers, which are subject to the jurisdiction and the licensing authority of the FCC. That is taken to mean that stations, as to trade practices within the industry, would not be subject to the act. However, radio advertisers, whatever their categories, would be affected.

### The Raladam Case

The salient argument in defense of the bill was advanced bv Commissioner Ewin L. Davis of the FTC, a former member of Congress and co-author of the Radio Act of 1927. He referred particularly to the now famous Raladam case involving Marmola, anti-fat remedy. In this case, the Commission concluded some six years ago that the product was dangerous to health. The Supreme Court, however, reversed the FTC conclusion on the ground that it was without jurisdiction because no unfair competition had been shown. However, the Court in its opinion was critical of the product. For that reason, Mr. Davis said, the act should be broadened to cover unfair and deceptive practices as well as unfair competition.

He told the committee, however, that a new action against Raladam Co. had been started, since the Trade Commission had unearthed some 26 competitors of Raladam.

During the discussion on the bill, Rep. Chapman, who was chairman of last year's subcommittee on the Food and Drugs Bill and now has his own bill pending favoring food and drugs administration control over advertising, indicated a change of view. He asked Commissioner Davis whether it would not strengthen the FTC if, in addition to the Lea amendment, it were given power to levy a penalty against an advertiser for the initial offense of false advertising. Mr. Davis said such a penalty undoubtedly would be a stronger deterrent against false advertising but William T. Kelley, chief counsel of the FTC, expressed the view that it would present "the very gravest constitutional question."

It is understood that Mr. Lea originally intended to propose his amendment for the Food & Drugs Bill which is also before his committee, but decided a more expeditious way to dispose of this controversial question would be through the Trade Commission Bill.

Opposition to the proposed Trade Commission act was led by William L. Daly, Washington manager of the National Editorial Association, representing publishers and editors of newspapers in smaller cities and towns. He regarded it as an interference with the flow of legitimate advertising to members of his organization. Enactment of the bill, he said, might make it possible for the FTC "to place a heavy foot on testimonial advertising".

### Bill on Senate Calendar

Meanwhile, Senator Copeland planned to jam through in the most expeditious manner possible his own bill. The bill, as BROADCASTING went to press, was on the Senate calendar and can be called up at any time. However, there were indications of opposition, which would defer debate for some time.

In less than a month Senator Copeland (D-NY), chairman of the Senate Commerce Committee and author of S-5, one of the pending bills, jammed the bill through committee with a favorable re-

*(Continued on page 56)*

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# NATIONAL COVERAGE IN COLOR

## Agency Devises Special Map to Show Extent of Its Broadcast Advertising Campaigns

PAUL HOMAN FAUST, of Mitchell Faust Adv. Agency, Chicago, has developed a new coverage map idea to demonstrate the coverage of the 26 stations being used in the forthcoming campaign for Reliance Mfg. Co., Chicago (Big Yank work shirts). The map is divided into two pages. On one page is a map of the United States showing each station being used, and giving the figures of radio homes in each state and the farmers and workmen (inasmuch as they are the chief buyers of Big Yank shirts) of each state.

The preceding page is the same size as the page with the map, is made of transparent celluloid, and has solid red and blue and red and blue light colors printed right on the celluloid. When the celluloid page covers the page with the map, the solid red colors show the primary coverage of each station and the primary coverage of two or more stations is shown in solid blue. The light red color shows the secondary coverage of each station and when the secondary coverage of two or more stations are the same it is shown in light blue.

The map is part of a brochure prepared by the Mitchell-Faust agency for the Big Yank salesmen and gives the salesmen a clear, simple picture of just how the radio stations cover the markets which they contact. In addition to the map the brochure contains pictures of the stars featured in the campaign, and general radio data of benefit to the salesmen.

Reliance Mfg. Co. began a 26-week series on WLS, Chicago, Feb. 13. The program features Uncle Buster and his Big Yank Boys a quarter-hour Saturday mornings at 7:30 a. m. A weekly live talent show on WLW, Cincinnati, every Saturday morning at 6:30 which stars the McCormick fiddlers and the Brown Co. revelers will begin May 17.

A weekly 15-minute transcription series featuring other hillbilly acts will begin on northern stations on June 4 and on southern stations on Aug. 6. In all, the following 26 stations (another one may be added to make a total of 27) throughout the country are being used: WLS, WLW, WJR, WHAM, WGY, WEEI, KDKA, WCAU, WCAO, WBT, WSB, WJAX, WDSU, KMOX, WCCO, WHO, KMA, KRLD, KPRC, KTSA, KFEL, KOA, KVI, KGW, KFRC and KFWB.

The transcriptions were prepared by the Transamerican Broadcasting & Television Corp.

## *COAST PLAYHOUSE ACQUIRED BY CBS*

BECAUSE of the substantial growth in the number of network programs originating in Hollywood, and as part of its intensive buildup for that city, CBS has purchased outright, instead of leasing, the Studio Theater in Hollywood, renaming it the CBS Radio Playhouse.

Although no figure was released, and CBS announced only that it had "acquired" the playhouse, it is understood that the network paid approximately $500,000 (present day valuation), for the property. Deal was closed by Donald W. Thornburgh, CBS Pacific Coast vice-president, and Paul Rickenbacker, his assistant. To acquire the property, it was said that CBS bought up a $230,000 mortgage held by the Re-Insurance Corp. of America.

Located on Vine Street, off Hollywood Boulevard, in the heart of the Hollywood business district, the Radio Playhouse is conveniently close to the present CBS-KNX studios, and is an addition to the network's new $1,000,000 western headquarters now under course of construction in that city. Seating 1,100 persons, the house was originally built several years ago as a legitimate theater. It is considered one of Hollywood's finest theaters acoustically and CBS has re-decorated and added several improvements. Besides being used for commercials, the playhouse will be utilized for sustaining programs and auditions for agencies requiring audience reaction.

In acquiring the playhouse, CBS has terminated use of the Figueroa Playhouse in downtown Los Angeles, but continues to use the Wilshire-Ebell Theater and Music Box, both in Hollywood, for commercial remotes.

## WTBO Sale Proposed

SALE of WTBO, Cumberland, for approximately $60,000, to the Delaware Channel Corp., has been consummated subject to FCC approval. The Delaware company is listed as a subsidiary of the M. G. Chace Co. of Providence, R. I. WTBO is owned by Associated Broadcasting Corp., of which Roger W. Clipp, business manager of WFIL, Philadelphia, and Frank V. Becker, WFIL chief engineer, are principal stockholders. The station operates on 800 kc. daytime with 250 watts. N. B. Chace Co., through another subsidiary, Colonial Broadcasting Co., has an application pending for a new station in Morristown, N. J.

## Retail Chain Discs

NATIONAL RETAILER Owned Groceries Inc., a group of 21,000 cooperative grocers with headquarters in Chicago, is preparing a series of transcriptions to be used by member grocers throughout the country starting some time in April. Approximately 50 stations will be used with the 90 main branches scattered throughout the country choosing the stations for their respective areas. World Broadcasting Co., Chicago, is transcribing the series which will be a quarter-hour weekly program to run for 13 weeks. Musical selections and poems will be featured. The business is being placed direct.

## THE 100,000 SWIFT NURSES

### Sunbrite Program on CBS Creates Nationwide Corps; Big Convention Is Planned

By FRANK WILLIAMS
Account Executive
Stack-Goble Adv. Agency

MORE than 100,000 members.

An average of 6,000 letters a week.

The interest and approval of mothers' and women's organizations.

Add to the above summary the item of considerably increased sales of its sponsor's product and one has told the story of an unusual and successful radio broadcast which is now well along in its second 13-week period of the 1936-37 season.

It is the *Sunbrite Junior Nurse Corps* program which goes out from the CBS Chicago studios to 32 stations from coast to coast three times a week.

To prove that the Junior Nurse Corps is a live and going organization it will hold its first national convention in Hollywood next July. The official delegates to the convention will be 15 Junior Nurses, each one accompanied by her mother or chaperon, who will be guests of the sponsor on a 16-day trip to the Pacific Coast.

It was late in 1935 when Swift & Co., makers of Sunbrite cleanser, and Stack-Goble Adv. Agency began experimenting with the idea of a juvenile program. They wanted one that would have the wholehearted approval of mothers and of others interested in child welfare.

### Supervision of Scripts

The agency finally solved the problem with the *Junior Nurse Corps*. The idea was presented to Angelo Patri, nationally-known authority on child guidance, and he agreed to supervise the scripts. The plan was submitted to various women's organizations and won their approval.

A test broadcast for 13 weeks in the spring of 1936 was made over eight midwestern CBS stations. The program featured a dramatization of the life of Florence Nightingale.

Letters by the hundred and then the thousands began to pour in from girls who wanted to be Junior Nurses. They were enthusiastic over their nurse's aprons, caps and armbands; the first aid hints and the creed to which they subscribed. Mothers gave the nurse corps idea their wholehearted approval.

So successful was the test broadcast that the sponsors decided to continue in the fall of 1936 on a nationwide hookup. Mr. Patri was reengaged to supervise the script of the serial dramatization of the life of Clara Barton, founder of the American Red Cross.

Leaders of women's clubs, parent-teachers associations and other educational and child guidance organizations were invited to a preview of the air show which was held simultaneously in each of the 32 cities on Oct. 8. They came, heard all about the *Junior Nurse Corps*, listened to a message from Mr. Patri and to a sample of the script. The reaction was favorable in every city. The women returned to their organizations with complimentary reports.

The air program opened Oct. 12 and soon a new flood of letters began rolling in, girls enrolled as Junior Nurses by the thousands. Each contained one or more Sunbrite labels to be exchanged for Junior Nurse equipment and other articles offered in a new premium catalogue.

Listen
Sunbrite
SUNBRITE
Listen TO THE SUNBRITE JUNIOR NURSE CORPS

FOR SUNBRITE — This display piece is used by Swift to promote its CBS *Junior Nurse Corps* series on a CBS network.

### The First Convention

As a climax to the 1936-7 season the sponsors decided to hold the first national convention of the Junior Nurse Corps in Los Angeles and to take 15 official delegates and their mothers or chaperons to the convention.

The party will travel in special Pullman cars leaving Chicago July 4 for a 16-day trip through the West, with four days in Hollywood for the convention. Dorothy Hart, national president of the Junior Nurse Corps, who in real life is Lucy Gillman, 11-year-old Chicago radio star, will make the trip with the Sunbrite guests to preside over the convention. Helena Ray, who is Aunt Jane in the air show, will also accompany the party.

The summer vacation trip will take the party west on the Santa Fe Railway for a day at the Grand Canyon and then on to the Hollywood studios, the orange groves and other points of interest around Los Angeles. A visit to the Golden Gate at San Francisco and a ride along the Columbia River Highway out of Portland will follow. The party will then take the Northern Pacific homewardbound, stopping at Yellowstone for three days of sightseeing and entertainment.

The 15 girls will be grand prize winners in a "secret password" contest which began Feb. 22 and will continue for five weeks. Three grand prize winners are chosen each week. Cash prizes totaling $300 also are awarded each week.

Delegates from the East will assemble in Chicago prior to July 4, while those from points west of that city will board the train at convenient points. All expenses of the trip are paid by Swift & Co.

In addition to radio announcements, interest in the "secret password" contest is being aroused through window streamers and display cards and other dealer advertising. In conjunction with the girls' contest Swift & Co. is conducting a dealer display contest in which 3,465 cash and merchandise prizes totalling $15,150 are to be awarded.

## Two New Stations Granted Minnesota

### FCC Authorizes Winona and Albert Lea Construction

TWO NEW stations in Minnesota, each to operate with 100 watts daytime on 1200 kc., were authorized by the FCC Broadcast Division at its Feb. 16 meeting, Examiner Hyde's recommendation being sustained in both instances. One of the stations is to be erected in Winona and the other in Albert Lea. The orders are effective March 23.

The Winona station was authorized to Winona Radio Service, a partnership comprising Maxwell H. White, business manager, and Herman R. Weicking, editor, of the *Winona Republican-Herald;* Harry Dahl, chief owner of WKBH, LaCrosse, Wis., and Otto M. Schlabach, LaCrosse attorney and stockholder in WKBH.

The Albert Lea station was authorized to Albert Lea Broadcasting Corp., in which each of the following owns one-sixth of the total shares: E. L. Hayek, mayor of Albert Lea and president of the Trades Publishing Co., publisher of the *Northwestern Jeweler*, a monthly trade journal; Q. J. David, president of David Inc., St. Paul; George J. Wolf, vice president of Meier Wolf & Sons Co., Albert Lea furniture dealers; Haskell Sargent, assistant to the president of the Twin City Rapid Transit Co., St. Paul; L. B. Farrington, St. Paul, and William B. Wolf, Austin, Minn.

At its Feb. 23 meeting, the Broadcast Division, sustaining Examiner Hill, denied the application of Dr. F. P. Cerniglia, of Monroe, La., for a new 100-watt station there on 1500 kc. It also denied the application of WSBT, South Bend, Ind., asking for authority to shift to 1010 kc., using 1000 watts with a directional antenna, and that of WEMP, Milwaukee, also seeking a directional on 1010 with 500 watts daytime. In both cases Examiner Dalberg was sustained.

A regular license renewal was granted KSEI, Pocatello, Ida., which faced investigation on alleged violations of regulations.

## New Owner of KROC

TRANSFER of control of the Southern Minnesota Broadcasting Corp., operating KROC, Rochester, to Gregory Gentling, its manager and heretofore 49% owner, was authorized by the FCC Broadcast Division Feb. 23. The stockholdings in the estate left by the late L. J. Shields, St. Paul manufacturer and chief owner of KSTP, together with those of Stanley E. Hubbard, manager of KSTP, were transferred to Mr. Gentling who thus becomes sole owner of KROC. The station was established early last year.

## New No. Dak. Station

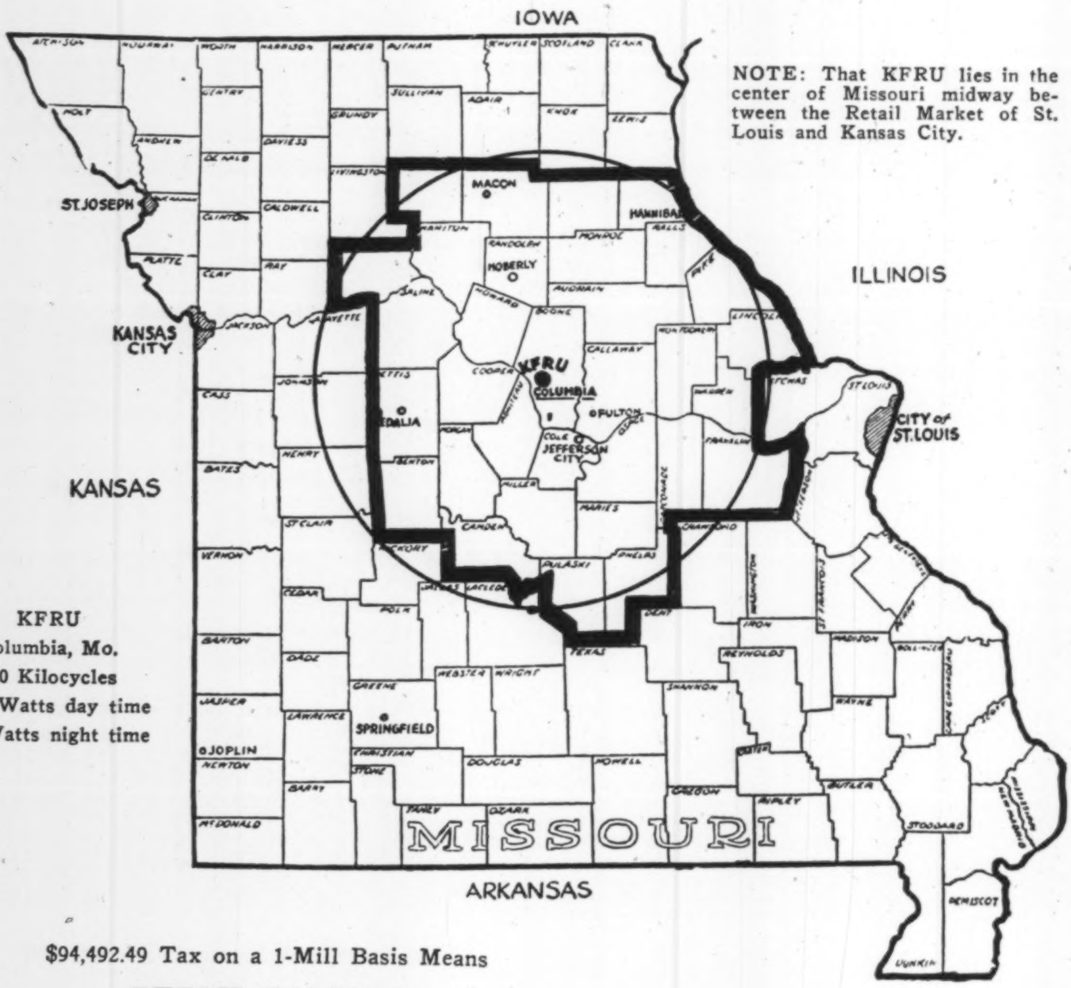
KRMC, new 100 watter on 1310 kc. in Jamestown, N. D., authorized last year by the FCC, will go on the air March 1 with complete Western Electric equipment, with A. J. Breitbach as general manager. Owners of KRMC are Mr. Breitbach, Arthur L. Roberts and R. B. McNab, organized as Roberts McNab Co.

XUM

# The Sales Tax Collections Report of the State Auditor of Missouri for RETAIL SALES TAXES in December, 1936

(Issued February 15th, 1937—Covering Retail Sales for December, 1936.)

## Shows a Total of $94,492.49 Paid by Retail Consumers in the 32 Counties Within Radio Station KFRU's immediate market


IOWA
ILLINOIS
KANSAS
ARKANSAS
MISSOURI
ST. JOSEPH
KANSAS CITY
MACON
HANNIBAL
MOBERLY
KFRU
COLUMBIA
FULTON
JEFFERSON CITY
SEDALIA
SPRINGFIELD
JOPLIN
CITY OF ST. LOUIS

NOTE: That KFRU lies in the center of Missouri midway between the Retail Market of St. Louis and Kansas City.

**KFRU**
**Columbia, Mo.**
**630 Kilocycles**
**1000 Watts day time**
**500 Watts night time**

$94,492.49 Tax on a 1-Mill Basis Means

RETAIL SALES of

## $9,449,249.00 in ONE MONTH

KFRU is the only single advertising medium offering coverage of this rich central missouri area at a profitable ratio

KFRU, Inc., Is Owned and Operated by
THE ST. LOUIS STAR-TIMES PUBLISHING COMPANY

*National Representatives:*
Wilson-Dalton-Robertson
Kansas City—Chicago—New York

# A Yard Stick for Promotion Methods

By JOSEPH CREAMER

*Sales Promotion Manager, WOR*

## The General Job Is to Increase Sales, Which Requires Entertainment Value, Sense of Profit and Loss

**SUCCESS is everywhere! Ask any radio salesman. But ask Joseph Creamer and he'll point a warning finger, then fire a round of questions. Answer them successfully, and the chances are that the success story really is a success story. But there's more to radio promotion than the mad parading of contest returns and sales charts. It's getting to be quite a science, and Mr. Creamer discusses the subject from a somewhat scientific viewpoint, keeping one foot on the solid ground of practical experience.**

MR. CREAMER

RADIO promotion, as we see it, serves a dual role. First, as a source place for the gathering, assimilation and presentation of material and ideas to be used by the sales department. And second, as an interpretive agency drawing upon the combined talents of a skilled group well-versed in the practical application of advertising, creative research and the written word.

Ours is the unhappy task of lifting broadcasting theory and practice by the bootstraps . . . and in many cases, supplying the bootstraps.

Our general job, as we understand it, is to increase sales. To do this we must have a feeling for entertainment value, and combine with this a keen sense of profit and loss. We must take dry facts and dramatize them. Therefore, ideally, we should have a breadth, depth and general background of advertising as it is practiced today to plan with ease and to base what we do on facts, not theory.

### When Is Success?

We are not dazzled by radio's success as an advertising medium, but endeavor to gauge its effectiveness by a regular and impartial comparison with older media. We believe very strongly in the close study of broadcast campaigns; an appraisal of the results they have yielded.

We believe strongly in maintaining a conservative attitude when dealing with the written word. Increased sales following a broadcast campaign should be dealt with sanely, for they may be the direct result of many factors such as intensive dealer cooperation, merchandising plans, new product design, a different method of packaging or improved sales management and a decline in competitive activity.

Success stories, we feel, should be used more frequently and more intelligently. It's a pleasant thing to know that such-and-such a beauty cream pulled 50,000 requests on three announcements, but it is a more practical thing to be able to tell the present or prospective sponsor: 1—What was the cost-per-inquiry; 2—What type and length of commercial was used; 3—What supplemental advertising, if any, was used; 4—How do this year's sales compare with those of the year before and with those before radio was used by this advertiser.

Periodic contacts should be made with the sales force. These men who come into daily contact with the advertisers and agencies you are helping them sell are the source of concrete, unadorned suggestion and much helpful comment. They can scan your effusions with a jaundiced eye and reveal just where they sag most.

Presentations of programs should be less an exercise in literary abandonment and more specifically slanted to sell. We can think of nothing more pitiful than the advertiser, account executive or radio director who must wade through beautifully typed lines of biographical and descriptive slush to discover that the program on which he has been so assiduously sold, costs so much money, has such-and-such talent and can go on at such-and-such a time.

With all due respect to the so-called "psychological approach" and "building-up" (usually for the letting-down), it only stands to reason that the presentation which saves a busy man's time, answers his questions briefly and informatively, and then wades in grandly for the kill, is the presentation that may rest eventually on the advertiser's desk or be passed from hand to hand at the next directors meeting.

### Can They Be Counted?

We are not altogether satisfied with most studies which have been and are being made of the habits and characteristics of the radio audience as a listening and buying unit. We do believe great strides have been made in this direction. Just as it is impossible to know in advance of publication how many readers will read a given advertisement, so is it just as impossible to know how many listeners your program may eventually entertain.

It has been possible to determine the actual size of an audience listening to a program on the air with the use of the telephone technique and this, at the moment, stands as one of the more definite measurements of active listening ears which has been developed.

Tremendous steps have been taken in the research field by the radio industry and various independent organizations, but there yet remain many fields to be explored. Radio now stands at the point where adequate backing of serious psychological investigations may prove of tremendous value to itself and the people it will endeavor to sell during the years to come.

One might go on endlessly offering suggestions; reporting things that have been, and might be, done. But some things do stand out with very deliberate emphasis . . .

The ham writer has bid goodbye to the majority of advertising running in most general magazines; there is no reason why he should be responsible for work which appears in publications which prompt the expenditure of millions of dollars in a field from which all time bought and space sold eventually spring.

Radio promotion is becoming a harder job, because competitive selling is becoming a harder job. But good copy cannot help but be read. By good copy we do not mean words which wend their way gracefully from line to line. But copy that is good selling; copy that offers constructive thoughts, information and an incessant urge to demand. Good copy cannot help but be read and acted upon, while poor copy will always find a way to waste money that might be spent with greater satisfaction in pursuits which would leave more tangible evidence of the coins they have cost.

### Planning in Advance

Most independent radio promotion, as we understand it, should be more definitely planned in advance. Campaigns, whether devoted to magazines, newspapers or direct mail, should have behind them a basic idea and a mark of similarity which leads to immediate recognition. Occasional and sporadic campaigns which sing the same song dolefully in different clothes, however, are both boring and infuriating . . . and a bad waste of money. The deft use of the photomontage, Ben Day, new type or clever layout will never hide a diffuse fact or poor story. A good idea built upon a groundwork of good thinking, presented attractively, is the thing that will attract and hold the eyes it is intended to reach.

To sum up, the radio promotion man doubtless deserves better from fate than he has received. This diplomat without portfolio is, usually, the unsung hero of the Fifth Estate. Radio promotion is not quite an exact science. It may never be. Like most callings which depend greatly upon common sense, which some people like to call "applied psychology", its task will always be, in the eyes of hardheaded business men, an indeterminate thing, but so necessary if once abandoned.

## FCC Examiners Change Hearing Routine Pending Motions Docket Proposal

PENDING possible establishment of a motions docket within the FCC by means of which attorneys representing litigants would handle motions on assignments of cases, depositions and similar routine moves, FCC examiners hereafter will be authorized to hold hearing cases open until such time as they render reports.

An authorization to this effect has been given the examining staff by David G. Arnold, chief examiner, it was learned Feb. 19, in all cases involving depositions which the examiner must review to ascertain whether sufficient evidence has been adduced. Examiners then will be in the position of holding the dockets open until such time as they feel they have conclusive evidence on all important points, such as financial responsibility, citizenship of applicants and such other primary prerequisites. If the examiner feels, after reviewing this evidence, that it is inadequate, he can then notify all parties that the hearings will be resumed for clearing up of the questionable items.

Col. Arnold explained that this move is in line with FCC Broadcast Division sentiment that cases should not be closed until complete and conclusive evidence has been procured. Examiners thus would be in a position to avoid stating in their findings that "insufficient evidence" was adduced on basic items.

Proposals for a motions docket made to the Division both by Col. Arnold and by the Federal Communications Bar Association, have been considered by Broadcast Division staff officials, and a formal proposal to that end shortlv will be submitted to the Division.

## New Ford Series

FORD DEALERS OF AMERICA, Dearborn Branch, Detroit, on Feb. 25 started *Al Pearce's Amateur Round-Up* on Michigan Radio Network, Thursdays, 8-8:30 p. m. Designed primarily to promote used car sales, each program in the series will be a regulation amateur show, broadcast from a different city each week, with an hour's stage performance following the half-hour broadcast. The first program was broadcast from Lansing, Mich., with Grand Rapids scheduled for the second week. Al Pearce, who with his Gang is heard on a nationwide CBS Ford Dealers program each Tuesday night, will act solely as master of ceremonies on the Thursday series and will not be accompanied by any of his professional talent. The amateur shows will be broadcast on WXYZ, WELL, WOOD-WASH, WIBM, WFDF, WBCM and WJIM of the Michigan Radio Network, with WSPD, Toledo, tied in as a special outlet. The details were worked out by the New York office of N. W. Ayer & Son Inc.

# Steuer Mentioned In Copyright Case

### New York Trial Lawyer Likely To Join ASCAP Counsel

LIKELIHOOD of the appearance of Max Steuer, famous New York trial lawyer, on behalf of ASCAP when the Department of Justice anti-trust suit against that organization is reopened, was reported in New York during the last week. Mr. Steuer, it was learned, is an associate of Schwartz & Frohlich, regular ASCAP counsel and it was said that "when, as and if" the case comes to trial, Mr. Steuer may be called.

Possibility of early developments in the ASCAP case was seen with the retention by the NAB of Philip G. Loucks, Washington attorney and former NAB managing director [BROADCASTING, Feb. 15] to represent it on matters relating to this suit. At present the case is on the docket of the U. S. Federal Court for the Southern District of New York, without trial date, pending stipulation of the record. The suit was filed Aug. 30, 1934 against ASCAP and some 125 officers and directors of that and related organizations alleging monopoly and discrimination.

Meanwhile, there were reactions both within the industry and outside as a result of the open letter on copyright sent to members of Congress and to all independent broadcasters by Ed Craney, operator of KGIR, Butte, Mont. [BROADCASTING, Feb. 15].

Working on behalf of a group of independent stations, Mr. Craney criticized ASCAP for making preferential deals with networks, newspapers and others. He proposed a new law which would require ASCAP to revise its methods so that stations would pay for only what they use on a per piece basis and at the same time be required to publish complete catalogs of their copyrighted holdings.

No comment was made by the networks on the Craney blast and ASCAP likewise withheld comment. It was evident, however, that Mr. Craney and certain of his associates intended to press the proposal and that it would become a hot topic at the next NAB Convention.

## AFA June Convention

THE 33d annual convention of the Advertising Federation of America will be held June 20-23 at the Hotel Pennsylvania, New York City, it has been announced by President E. H. McReynolds. While no definite program schedule has yet been developed, it is expected that one of the departmental sessions will be devoted to advertising by radio, as has been the custom in previous years.

## Curtiss Candy Tests

CURTISS CANDY Co., Chicago, is using radio in a test campaign to introduce N-R-G Pickups, a new mint. Three spot announcements daily are being used on stations WBEN, Buffalo; WCAE, Pittsburgh; WGAR, Cleveland, and KOIL, Omaha. E. W. Hellwig Co. Inc., New York, is in charge of the campaign.

# *Compulsory Per Piece Copyright Fees Is Proposed in Washington State Bill*

WASHINGTON STATE, first of the State governments to disbar ASCAP for alleged violation of its monopoly laws, is now considering new legislation which would force "per piece" or measured service methods for payment of copyright royalties and subject all copyright owning groups to the "police jurisdiction" of the State.

A new bill, introduced in February in the state Senate, would impose drastic restrictions upon copyright owners, among other things, require them to sell music on a per-piece basis at prices the owners themselves would establish and at the same time make public complete catalogs of their numbers to permit users to avoid infringement. The bill, under its own terms, would comply with the United States copyright laws but would require all copyright owning groups to meet specific requirements laid down by the State in connection with copyright performance, thus placing them under State jurisdiction.

About a year ago, ASCAP succeeded in obtaining dismissal of an action which had resulted in the appointment of a receiver for its works, after a state court had held that the organization operated as an illegal combine in violation of state anti-monopoly laws. The proposed new legislation, if enacted, would bring about an even more rigid receivership, unless ASCAP complied with the per-piece provisions.

### List of Copyrighted Works

The proposed law specifies that it would be unlawful for two or more persons holding or claiming separate copyright works under the U. S. copyright laws to band together for the purpose of "fixing the prices on the use of said copyrighted works," and for other purposes.

It is provided, however, that such persons may join together if they issue licenses on rates assessed "on a per-piece system of usage."

The provisions would not apply to any one individual author or composer or copyright holder who may demand any price or fee for the right to use his or her music and provide that the per-piece system "must be uniform and at the same rate as any per-piece system in operation in other states where any group or persons affected by this act does business, and all groups and persons affected by this act are prohibited from discriminating against the citizens of this State by charging higher and more inequitable rates per piece for music licenses in this State than in other states."

The bill proposes also that where any copyright owner has sold the right to use his copyrighted work and has received a consideration for it, either inside the State or without, then he shall be deemed to have sold and parted with the right "to further restrict the use of said copyrighted work or works".

The act would provide that all such copyright pools be required to file a complete list of their works each year with the Secretary of State of Washington together with a list of prices charged or demanded for each work. This list would include the name and title of the copyrighted work and recite the date each separate work was copyrighted, the name of the author, the date of its assignment, if any, name of the publisher, present owner, addresses and residences of all parties who at any time have had any interest in the work. Two copies of the list would be required, one to be kept on file and the other to be forwarded to the office of the State Treasurer.

This list would be made available to all persons for examination and would be prepared so that all persons might avoid using the copyrighted compositions if they so desired and avoid committing innocent infringements of the works. The Secretary of State would be authorized to publish each list once a year in a newspaper of general circulation, "in order that all citizens of the State may respect any and all individual rights granted by the United States copyright laws."

An individual owner of a copyrighted work, not a party to or not connected in any way with any pool, would not be required to file the list. The proposed act would provide also that production and creation of music and its commercial use, whether mechanically or by radio communication, is a business clothed with the public interest and that to prohibit, discourage and prevent monopolistic practices, and to prevent extortion, as well as to encourage free bargaining, such business "shall be subject to the police power and reasonable regulation of the state government and such police and regulating power shall be administered by the courts and other officials of this state in a manner consistent with, in aid of and never in conflict with, the copyright works of the United States. Thus, the act would label musical compositions as a commercial commodity subject to the jurisdiction of the State.

### Penalty for Violations

Under the penalties clause of the proposed act, any pool attempting to evade or render ineffectual any provision of the act would be open to injunction proceedings. And if any defendant refused to obey the order of the court then the court would be authorized to appoint the county auditor as receiver for the copyright works and properties of the defendants, tangible or intangible, and to the effects and moneys derived therefrom. The receiver would take over and preserve the commercial rights of the defendants and administer them under the direction of the Court.

The receivership would be considered only an incident to the main injunction suit of the prosecutor for the purpose of enforcing the court's orders. In the event any defendant attempted to withdraw his copyrighted works or property from the state in order to violate the proposed act, the court would be authorized immediately to order the receiver to compile a complete list of all of the copyrighted works and the court then would convene the state anti-monopoly board consisting of the treasurer and state auditor, with the superior judge hearing the cause as an advisory member.

This board would have one function, that of discouragement of price fixing and monopolies. The court would submit to the board the single question of the establishment of license rates for use of the copyrighted works and for the purpose of aiding in the abolition of monopolies and price fixing and preventing violations of the act. The property thus acquired would be administered by the receiver for one year or until the defendants or the individual copyright owners took oath that they would abide by the rulings of the court and the provisions of the act. At the end of the year, if the defendants continued to "wilfully disobey the court orders" then the court would be required to issue an order that unless they obeyed all of the orders of the court within 10 days, it would proceed to permanently deprive the defendants of their property.

## *CONNERY MEASURE STILL PIGEONHOLED*

INDEFINITE delay in the consideration of the Connery resolution (HRes-92) proposing an investigation of alleged network domination of broadcasting, is foreseen on Capitol Hill. Despite repeated statements by Rep. Connery (D-Mass.) and his colleagues that the House Rules Committee would report the bill favorably, best available information at this time is that the committee probably will not have an opportunity to consider the measure before April.

Because Rep. Connery is chairman of the House Labor Committee and because of an impending legislative battle on proposals dealing with the 30-hour week and with a revival of a modified NRA, it is expected that if the radio resolution passes late in the session, Mr. Connery would be too occupied with his labor affairs to deal with the less important radio inquiry.

There have been reports that if the Connery resolution is reported out favorably and given approval of the House, an investigator of national reputation will be retained by the Committee.

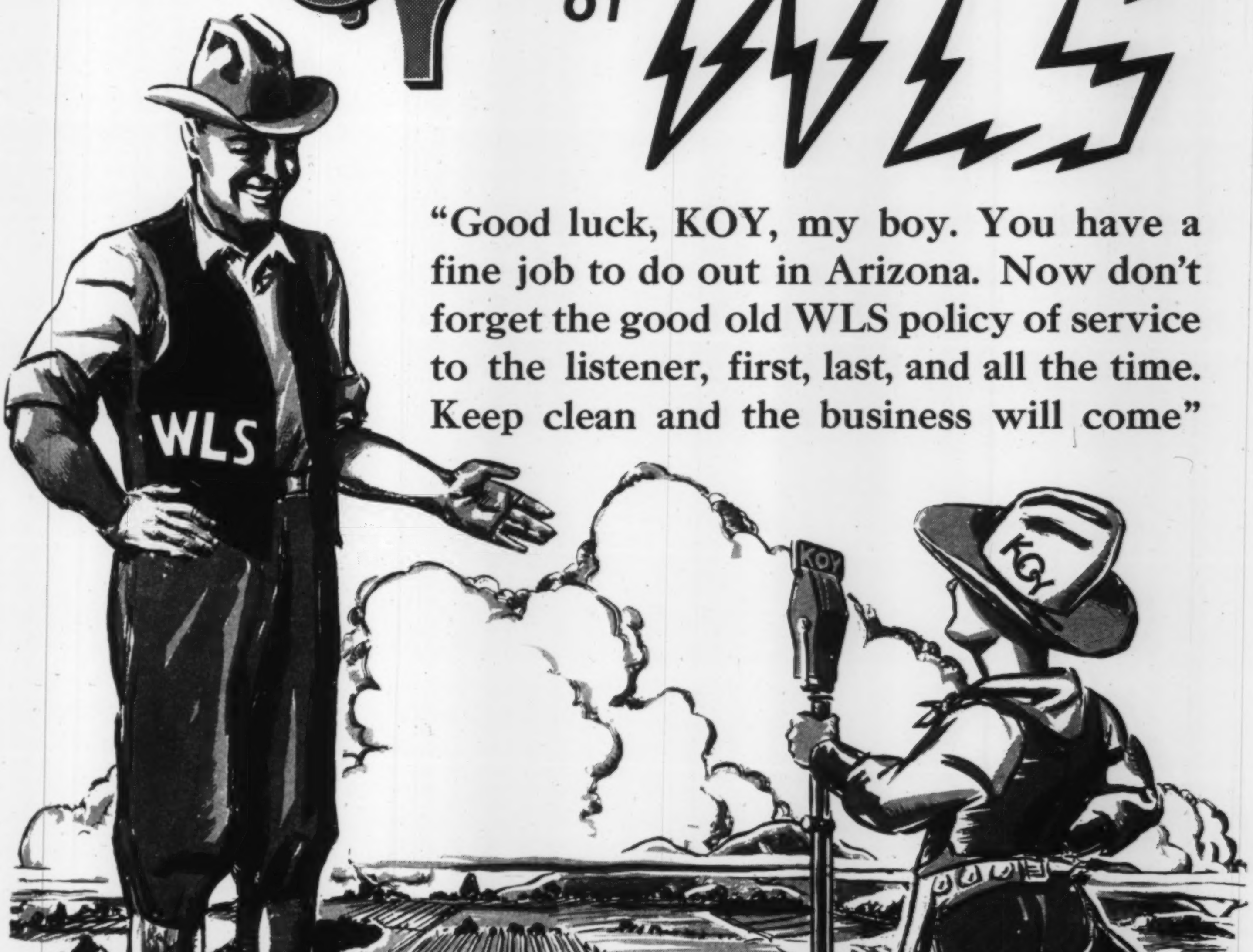
## Yale Game Sponsorship Again Secured by Yankee

YALE UNIVERSITY, center of widespread controversy last fall when it sold sponsorship rights for its home football games, has renewed its contract with Yankee Network for the 1937 grid season. The contract was signed by John Shepard, 3d, president of Yankee. Socony Vacuum again will be sponsor.

Last season Mr. Shepard paid $13,000 for New England rights to Yale games. Atlantic Refining Co., Philadelphia, paid $10,000 in 1936 for New York rights to six Yale games broadcast on WOR, Newark. Besides sponsoring the Yankee Network broadcasts of Yale games last year, Socony broadcast other Eastern football games. The opening Yale broadcast of the 1937 season will occur Saturday, Oct. 2, on Yankee Network. J. Stirling Getchell Inc., New York, has the Socony account.

XUM

# KOY The Little Brother of WLS



"Good luck, KOY, my boy. You have a fine job to do out in Arizona. Now don't forget the good old WLS policy of service to the listener, first, last, and all the time. Keep clean and the business will come"

**WLS**

**THE PRAIRIE FARMER STATION**

**50,000 WATTS**
**870 KILOCYCLES**

1230 WASHINGTON BOULEVARD, CHICAGO
BURRIDGE D. BUTLER, *Pres.*, GLENN SNYDER, *Mgr.*
*National Representatives:* JOHN BLAIR and CO.

**KOY** THE VOICE of ARIZONA
*1000 Watts Day*
*500 Watts Night*
1390 KILOCYCLES
PHOENIX
ARIZONA
BURRIDGE D. BUTLER, Pres.
EARL NIELSEN, Mgr.

# Control of Station Sale Price Opposed by Glass and McAdoo

### Senators State Views at Hearing on FCC Funds; Bill Providing $1,650,000 Passed Quickly

PRICES PAID for broadcast stations by newspapers or other purchasers should be no concern of the FCC or of Congress, providing there is no out-and-out "trafficking" in licenses involved, in the opinion of such prominent Senators as Carter Glass (D-Va.) and William Gibbs McAdoo (D-Cal.), both former Secretaries of the Treasury.

This viewpoint, in direct opposition to the attitude expressed by House members recently [BROADCASTING, Feb. 15] developed during hearings on the Independent Offices appropriation bill before the Senate Appropriations Subcommittee Feb. 12 and made public Feb. 17, coincident with the introduction of the bill in the Senate. The measure passed the Senate in the record-breaking time of six minutes, with no debate, and carried an appropriation of approximately $1,650,000 for the FCC. The bill already had passed the House.

FCC Chairman Prall supported the views expressed by the two veteran legislators, contending that no one should get the idea that the value of a station depends only on its replacement. He emphasized particularly the additional value of the property as a "going concern" and mentioned a Supreme Court decision on that subject. He said he did not feel that the FCC can simply take physical assets and other tangible property and place a value on their replacement as being the value of the business.

#### Caveat Emptor

Chairman Glass of the subcommittee observed that "if I am unbusinesslike and indiscreet enough to pay a high price for a radio station in my town, should the Commission intervene and say I should not be indiscreet enough to do it?"

Responding, Chairman Prall said he wondered if the FCC had any right whatsoever to tell a man what he should or should not pay for a station.

"I do not think you ought to have," responded Senator Glass.

Senator McAdoo observed that he did not think so either and added that the Commission should determine solely whether or not the transfer is in the public interest.

"We take into consideration," said Chairman Prall, "the buyer and what a change of ownership in a station will mean to the community where it is located, or the community the station serves. If in our judgment it will better serve or serve as well the community to be served, that is one point, if the station has built up a business and shows a good profit comparable with the investment, whatever it amounts to. I think most of the owners of broadcasting stations go as far as to feel that 10% of the annual income is a fair price for a station."

Senator Green (D-R.I.) interrupted to inquire whether under the law, it is any of the FCC's business what the consideration is for the transfer.

"I think not," rejoined Chairman Prall. "I agree with Senator Glass that it is not up to us to tell a man whether he should or should not pay a certain price for a station."

Senator McAdoo observed that the FCC's function is limited absolutely to determination of the question as to whether or not the programs furnished are in the public interest and that the FCC has nothing to do with the right of a private contract. Mr. Prall said that in the final analysis that procedure is followed.

This line of interrogation was precipitated by questions as to sales prices of stations raised by Senator Steiwer (R-Ore.) and participated in by other members. The Oregon member mentioned sale of WOV, New York, for approximately $240,000 when it had a replacement value of $85,000 and the sale of KNX for $1,250,000 to CBS when its replacement cost was estimated at $217,237 or 600% more than the replacement cost.

#### The Profit Factor

Asked by Senator Steiwer how the FCC justifies allowing prices of that kind, Mr. Prall declared that in the case of KNX the station was doing a business showing a profit of 16% on the basis of the purchase price.

Several recommendations for additional legislation were made by Chairman Prall in the course of his appearance. It was the first time in five years that the Senate Appropriations Committee or one of its subcommittees had called the FCC or its predecessor Radio Commission for hearings.

Possible new legislation centered around charging of license fees against stations to defray the cost of federal administration; intermediate authority whereby the FCC would be authorized to suspend station licenses for violations of a nature requiring punishment but not sufficient to warrant their deletion, and a degree of authority in connection with programming of stations whereby adequate time would be guaranteed for non-profit, local interest programs.

Chairman Prall said that many complaints are leveled against the FCC because practically each item brought before it is controversial and practically every case is protested. "Our every act tends to hurt somebody and therefore we are losing friends and making potential enemies all the time," he said." Much has been said in the way of complaint to you gentlemen of the Senate, and to members of the House, about the Communications Commission."

Superpower, retention of clear channels, competitive situations, station coverage, directional antennas and a host of other technical radio subjects were brought into the discussion through questions by committee members. T. A. M. Craven, FCC chief engineer, was called to testify on these subjects.

**WHO CAUGHT WHAT!** — From the photograph, it looks as though the fish caught the man, but that isn't so. Left to right are *Micropterus Salmoides*, weight 9¼ lbs., former residence, St. John's River, in the vicinity of Welaska, Fla.; and William B. Dolph, manager of WOL, Washington, and radio director of the Democratic National Committee, who claims the piscatorial achievement. [*Micropterus Salmoides* are black bass.]

Comdr. Craven explained that the FCC engineering department had recommended that 25 of the 40 clear channels be preserved for both technical and administrative reasons. In the latter instance, he pointed out that the FCC is confronted with a situation in North America not yet settled, and that "we expected to have a conference in North America" relative to the use to which all channels may be put. Other nations to be considered are Mexico, Cuba and Canada. "To reduce the number of clear channels too far may handicap broadcasting in this country in our dealings with the rest of the world," he testified.

Asked by Senator Byrnes, (D-S. C.) as to the Commission's views on ownership of additional stations by the chains, Chairman Prall said he believed it wise under the circumstances. "I mean by that," he added, "that the more competition there is as between the chains, the less monopolistic those chains will become."

Senator Byrnes also raised the superpower question. Chairman Prall mentioned that about 18 applications for such power are now pending but that the Broadcast Division has not given the matter any serious consideration. Asked whether such stations would "really put the existing stations out of business," the FCC chairman said: "possibly".

"I hope you will not authorize those 500,000-watt superstations without the most careful consideration, because it will injure the local stations," rejoined Senator Byrnes.

#### Better Programs

Discussing programs, Chairman Prall said that today they are very much better than even one year ago and that the condition of the industry is better, stating: "The feeling, I think, among the owners in this industry is better than it ever was before. They cooperate with us in every way they possibly can; and as far as the chain end

(*Continued on page 52*)

## WHO's PROGRAMS Now Distributed Weekly by Jack Spratt Stores

EFFECTIVE Feb. 5, weekly programs of WHO, Des Moines 50,000-watter will be distributed throughout the State on 300,000 handbills of the Jack Spratt Food Stores, according to announcement Feb. 23 by Joseph O. Maland, vice-president and general manager.

Because the major newspapers in the State do not publish WHO's radio programs, Mr. Maland said, the arrangement with the Jack Spratt stores has been made and the station will get practically statewide distribution of its programs through 700 stores in Iowa as well as in the Southern Minnesota and Northern Missouri areas. The Jack Spratt stores distribute the handbills house-to-house on Thursdays, carrying their week-end grocery specials. On the reverse side the WHO weekly programs, from Friday to Thursday inclusive, will be published.

Mr. Maland said that both the chain store organization and the station feel the publication of the programs in that manner will increase the value of the handbills. The project will be publicized in spot announcements over the station. Jack Spratt Stores are affiliated with the Western Grocery Co., of Marshalltown, Ia.

## Six Concerns to Sponsor WBBM Baseball Series

SIX advertisers — three national, one regional, and two local, will sponsor baseball and baseball news broadcasts over WBBM, Chicago, this season. Socony Vacuum Oil Co., N. Y. (Mobilgas and Mobiloil), which enters the baseball picture for the first time this summer will sponsor Pat Flanagan's play-by-play descriptions of the ball games jointly with General Mills Inc., Minneapolis (Wheaties).

Two separate contracts were also recently signed for alternate sponsorship of Flanagan's nightly sports review. Atlas Brewing Co., Chicago (Atlas Beer), a regional advertiser, will sponsor the sports summary on Tuesdays, Thursdays and Saturdays with H. Fendrich Inc., Evansville, Ind. (La Fendrich Cigars) sponsoring the review on Mondays, Wednesdays and Fridays. Henri, Hurst and McDonald Inc., Chicago, and Ruthrauff and Ryan Inc., Chicago, are the Atlas and La Fendrich agencies.

The *Tenth Inning* after-the-game baseball interviews will again be sponsored by the Nelson Bros. Storage & Furniture Co., Chicago, while the pre-game programs announced by Pat Flanagan will be under the sponsorship of the Local Loan Co., Chicago.

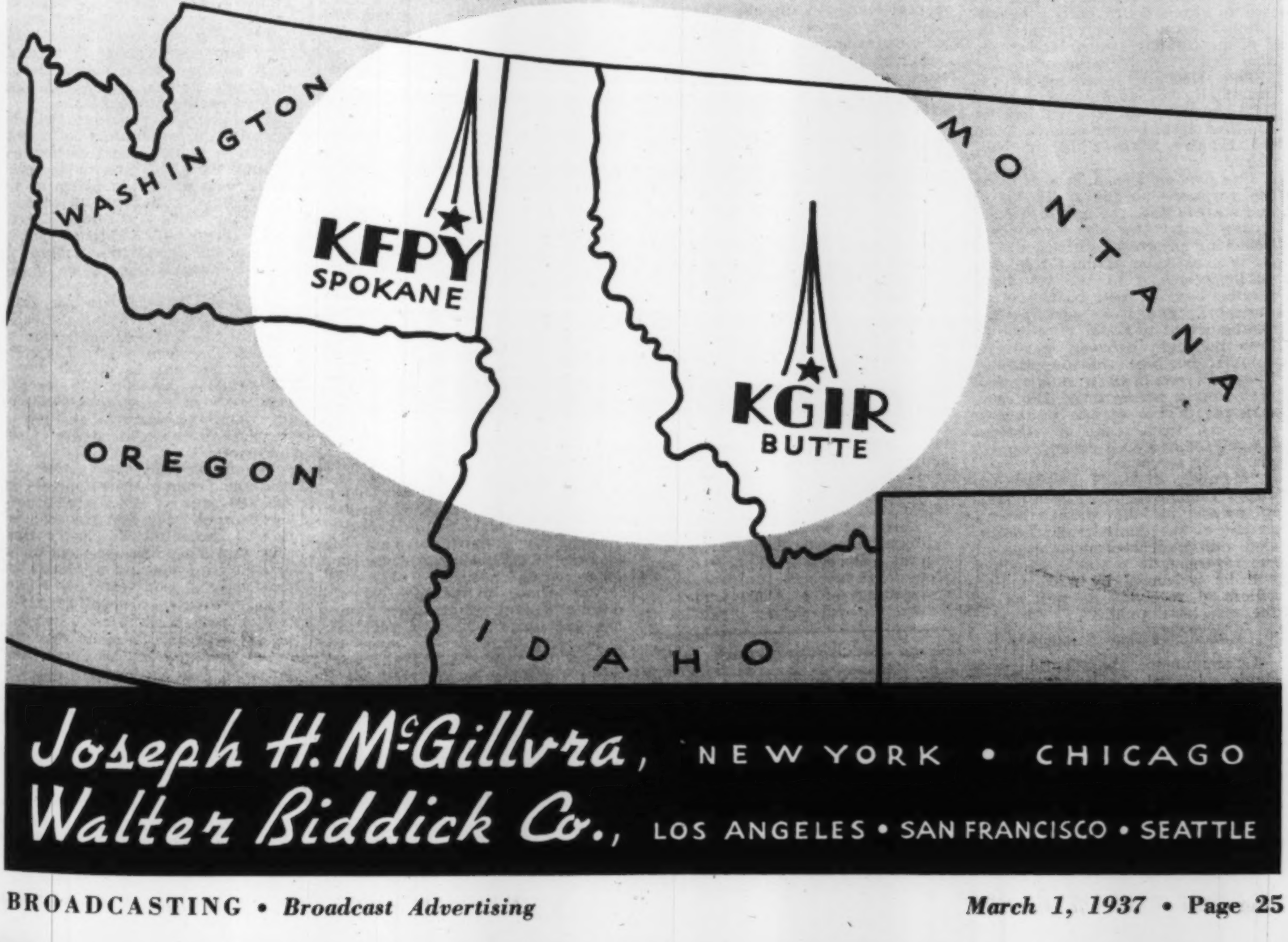
## Shavettes Testing

GEORGE LIVINGSTON Co., Hartford, is using time on WDRC, Hartford, to introduce a new type of shaving cream, Shavettes, composed of dehydrated crystals, to the public and the trade. The test campaign on WDRC consists of a quarter-hour news broadcast each Sunday morning and three announcements a week spotted on the station's regular evening news periods. The sponsor is also using the station's full merchandising service for the program.

# KFPY *and* KGIR

IN SPOKANE IN BUTTE

*These two stations will do a fine job in creating a demand for your product in the rich farming, lumbering and mining district of Eastern Washington, Northern Idaho and Western Montana . . .*


WASHINGTON
KFPY
SPOKANE
MONTANA
KGIR
BUTTE
OREGON
IDAHO

*Joseph H. McGillvra*, NEW YORK • CHICAGO

*Walter Biddick Co.*, LOS ANGELES • SAN FRANCISCO • SEATTLE

# Visual Set Prices Reduced by British

## Selection of Uniform System Simplifies BBC Television

AS SOON as the British government's television advisory committee announced its selection of the Electrical Musical Industries Ltd. (Marconi-EMI) system of television transmission last month [BROADCASTING, Feb. 15], British manufacturers announced big reductions in the prices of television receivers. In the case of H. M. V. and Marconiphone receivers, they were reduced 33⅓%, thus making the cheapest receiver cost $315 instead of $498 and these can be bought on a time-payment plan of $5 per week.

Combined television and all-wave receivers, previously sold for $630, will now cost $420, offering a range of 7 to 2,000 meters. The prices include free installation and maintenance for a year, and rebates are being offered those who already have purchased televiewing sets.

In deciding to eliminate the dual system of transmission, whereby receivers could pick up both the Baird Television Ltd. and the EMI-Marconi transmissions from Alexandra Palace, the television advisory committee considerably simplified the problem for the London experimenters of the British Broadcasting Corp., who started public television broadcasts last month. The change is also expected to lead to an increase in the hours of transmission from two to three hours daily, the additional hour probably to be 6 to 7 p. m. Sunday transmissions are also under consideration.

The EMI-Marconi system is practically a counterpart of the RCA system now the subject of 441-line test transmissions from the Empire State Bldg. in New York.

The *London Times*, reporting on the reactions so far to television and stating that the advisory committee found two standards were hindering progress, stated:

"It cannot be claimed that the public response to the television service has, as yet, been overenthusiastic, and it is certain that one deterrent to wider viewing has been the high price of receivers. Another has been the uncertainty that has remained in many people's minds concerning the permanence of the service in such a technical form that a receiver bought today would remain appropriate for reception.

"Members of the Television Advisory Committee have been equally aware of the unsatisfactory nature of the dual-standard situation, and their recommendation of the reversion to a single standard will be welcomed by makers and sellers of receivers as well as by the interested public."

### Committee Sets Standards

In announcing the adoption of a single standard of television transmissions last month, the Television Advisory Committee issued a statement which said:

"This recommendation, which has been approved by the Postmaster-General, provides for the adoption of standards as follows: Number of lines per picture, 405 lines interlaced; number of frames per second, 50; ratio of synchronizing impulse to picture, 30:70. These standards for the television service from the London station will not be substantially altered before the end of 1938.

"Consequent upon this decision television transmission from Alexandra Palace of 240 lines with 25 frames per second will be discontinued and all future transmissions will be on the standards set out above, which will be known as the London television standards."

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# RADIO SET VOTING DEVICE

## Automatic Method Said to Provide an Improved Method of Audience Measurement and Polls

*TO OBTAIN a first-hand idea of the recently publicized Hopkins automatic radio coverage method, Dr. Hopkins, the inventor, was asked to describe its operations in detail. The system may be tested this spring in an un-named city by WOR, Newark, and Public Service Co. of New Jersey.*

By NEVIL MONROE HOPKINS, Ph. D.

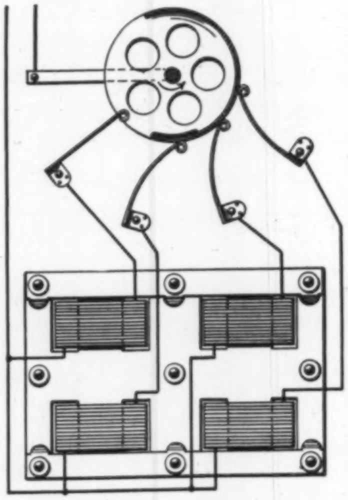
Inventor and Development Engineer

Dr. Hopkins

RECENT new applications of radio and electrical engineering may soon not only aid in the quick expression of the popular will through the agency of a new hookup of broadcasting stations and light and power companies, but in knowing at once the number of persons actually listening to a radio program, by means of the writer's new Radio-Electric Home Voting, and Automatic Survey apparatus and System, as herein described.

These results will be expeditiously achieved through the substantial simultaneous application of equal highly inductive incremental loads, to the electrical distribution system of a public service substation, switching-station or power station, depending upon local engineering conditions in one community, and in recording the integrated total incremental load upon a reactive volt-ampere strip chart meter, and in translating the number of recorded reactive volt-amperes, into votes, or persons, or into radio receiver sets tuned in.

In practical operation, for example, the announcer at a radio broadcasting station will state the question over the air, upon which a mass vote is desired. At radio broadcast request for all in favor to "vote now", and then for all opposed to "vote now" the scattered individuals of great unseen radio audiences, may with properly equipped radio receiving sets, simultaneously or substantially simultaneously, press buttons upon their respective radio receiving sets, which are instrumental in adding highly inductive laminated iron core reactive devices to the normal loads of the radio receiving sets, and since the "strength of the wolf is in the pack" the substantially simultaneous incremental loads cause the pen of the strip-chart recorder to draw a corresponding offset. An offset is drawn for all voting "yes" and likewise a corresponding offset is drawn for those voting "no".



VOTING UNIT—Diagramatic representation of the Hopkins synchronous electrical step-by-step incremental "wattless load" registration and voting system. The four unit coil reactor has spring brushes and connections.

Recorders for reactive volt amperes may easily be provided with a strip-chart speed of six inches per minute, and be capable of drawing a full scale deflection with a 10% change in reactive load. The record secured may be photostated at any desired time, and may be telephoned to any desired central office over the normal telephone service of the utility company, and then be transmitted by telephone, telegraph or telemeter to the headquarters of the organization taking the radiovote.

### Number of Listeners

The manually operated push buttons afford the ways and means, therefore of radiovoting.

In addition, the number of radio receiving sets tuned in to a given program may be ascertained by providing a small self-setting relay and special auxiliary resonant circuit, responsive only to a suitably prolonged special radio broadcast signal, the same laminated iron core reactive devices, described above, being added to the normal radio receiver load, at the beginning, middle and close, respectively, of a radio program, and thereby causing the number of radio receiving sets tuned in to add their incremental loads.

The time, in seconds of the audible signal, given only during the announcer's time of speaking, is a controlling factor, since the maximum amplitude of the resonant vibrating metal reed which trips the relay is only attained after a suitable time period and therefor, the radio receiver sets responsive to ordinary duration vocal or musical notes, do not tip the relay.

When the individual inductive loads in the radio-receiving sets are of ample magnitude and the voting or automatic surveys are conducted after 6 p. m., for example, when industrial loads have been removed from the power lines, very accurate results may be secured. Happily for the new system, after six o'clock in the evenings when most persons enjoy the radio, until late at night, the period of time when the most important broadcasts are made, we have the lowest and steadiest reactive load upon the sub-station, switching station and power station—the ideal time for recording.

### Mechanical Features

The apparatus which the writer has developed during the past years and for which many patents have been allowed, comprises push button, relay, reactor, and small self-starting induction motor, which when operated by either push-button manually, or by the energy of a suitable broadcast signal as described, gradually applies a step-by-step inductive load, holds it for a suitable period of time in seconds, and then removes the load gradually step-by-step, thereby eliminating any noticeable dip in the line voltage of the distribution system. The "buck and boost' automatic regulators are allowed ample time to fully compensate for voltage changes, just as they do with the fluctuating industrial loads at eight or nine in the mornings up to 6 or 6:30 p. m.

Since the load in voting or in surveying is highly inductive, it is 90% or more "wattless current" and therefore there is no appreciable increase in the electrical torque at the spinning turbines.

From the foregoing it will be seen that radio-electric voting and radio-electric surveying, when an installation is properly made, based upon a 10% change of load, for example, causes less "distress" to a public service power system than its normal industrial load swings earlier in the day.

The plan of procedure will be to select a community of representative human cross section for forum-voting, to interest the public service power company in assigning a suitable sub-station, switching station or power station, as engineering conditions dictate, and to associate the proper or logical broadcasting station or stations.

Strip-chart recorders for reactive amperes are available, capable of giving a full scale deflection on a 10% change of load. The reactive device may be of 100—200—300—400—or even 500 reactive volt amperes per radio set, depending upon the analysis and recommendations of the power plant engineers.

When a score or more such equipped communities operate in selected parts of the United States, for example, through the cooperation of the country's electric light and power companies, and radio broadcasting stations or chains, we may have a new voice and a new vote, not only on local questions, but on national affairs, which will be a practical, almost instantaneous reaction of the heart and mind of the American people.

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## Virginia Dare on Air

VIRGINIA DARE EXTRACT Co., Brooklyn (wine-flavored ginger ale), on March 1 starts a live talent musical program on WHO, Des Moines, broadcast three evening quarter-hours weekly. Agency is E. W. Hellwig Co. Inc., New York.

XUM

A MILE ABOVE ORDINARY SALES LEVEL

KOA
$
ONE MILE

Dominating the Rocky Mountain region from the eminence of Denver, KOA has a proven record for high returns to advertisers. Its power, prestige and popularity can send your sales charts to new peaks.

**KOA**

**50,000 WATTS**
**DENVER**

*Completely programmed by NBC*

# Jesse L. Kaufman Inc. Adds Recording Studios, And Broadens Services

Mr. Kaufman

Mr. Ferguson

EXPANSION of the program service of Jesse L. Kaufman Inc., to include recording studios, was announced Feb. 24 by Mr. Kaufman, formerly with Hearst Radio Inc. and onetime manager of WCAE, Pittsburgh. Mr. Kaufman's company has purchased the recording equipment of Sherman Recording Service at 22 W. 48th St., New York, and on March 1 will occupy that concern's former studios and offices, moving out of its present offices in the Empire State Bldg.

Mr. Kaufman's company, of which R. L. (Fergie) Ferguson is secretary, has been incorporated under the laws of New York for $100,000. It has been engaged since its inception last fall as manager of radio talent, placing acts on various stations, and as a program builder. In taking over the Sherman recording equipment, Mr. Kaufman stated his company does not intend to enter the transcription field but will record its own artists for auditions and will do studio and off-the-air recording.

Sumner Hall, formerly with NBC and WTAG, Worcester, who has been in recording work in New York for several years, is chief engineer of the new setup.

## KGBX Stock Division

A NEW alignment of stock ownership in Springfield Broadcasting Co. Inc., licensee of KGBX, Springfield, Mo. was announced by the FCC Feb. 17, with substantial holdings now disclosed in the hands of executives of Springfield Newspapers Inc., publishers of the *Springfield News* and *Springfield Leader & Press.* Under the new stock division H. S. Jewell, president of the newspaper company and also interested in the Springfield Paper Co. and Springfield Tablet Co., holds 20%; Edson K. Bixby, editor, and general manager, 20%; T. W. Duvall, business manager, 5%; Joel Bixby, editor of the *Muskogee* (Okla.) *Phoenix* and *Muskogee Times-Democrat*, 5%; R. D. Foster, co-owner of WTMV, East St. Louis, 16.9%; Lester E. Cox, Springfield business man with holdings in WTMV and KCMO, Kansas City, 23.6%; C. A. Johnson, co-owner of WTMV, 8.1%; L. M. Magruder, Springfield motor supply dealer, 1.4%. The companion Springfield station, KWTO, remains 35.4% owned by Mr. Cox, 25.35% by Mr. Foster, 25% by Mr. Jewell and 12.15% by Mr. Johnson.

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NEW devices and methods in radio and their meaning to the listener are explained in a new quarterly series by O. B. Hanson, NBC chief engineer, the first of which, an interview with John B. Kennedy, commentator, was broadcast Feb. 23 on the NBC-Blue. Other broadcasts will be offered at three-month intervals.

## Changes in 1937 Yearbook Number

*Following are corrections which should be made to the 1937 Year Book Number of* Broadcasting *to bring it up to date. In several instances these represent errors made in compilations, but in most cases are changes reported since the Year Book number went to press.*

On page 49, in listing of KOY, Phoenix, Ariz., eliminate E. A. Nielsen as manager and commercial manager; indicate CBS as network.

On page 50, in listing KHSL, Chico, Cal., change frequency to 1260 kc.

On page 52, in listing KYOS, Merced, Cal., indicate M. F. Woodling as station manager.

On page 52, in listing KROY, Sacramento, Cal., eliminate "construction permit"; station is now on the air.

On page 56, in listing KQW, San Jose, Cal., C. S. Harper replaces H. O. Fiebig as station manager and E. L. Parker replaces C. S. Harper as commercial manager.

On page 56, in listing KLZ, Denver, Col., Frank Quinn replaces F. W. Meyer as station manager.

On page 60, in listing WFOR, St. Augustine, Fla., eliminate "construction permit"; station now on the air.

On page 62, in listing WDWS, Champaign, Ill., eliminate "construction permit"; station now on the air. Its manager should be listed as L. Glenn Collison, and program director is Paul Fahnstock.

On page 62, in listing WILL, Urbana, Ill., add symbol NC to indicate station does not sell time.

On page 66, in listing WBOW, Terre Haute, Ind., indicate NBC as network.

On page 66, in listing KGLO, Mason City, Ia., indicate Virgil Hicks as commercial manager, Jack Price as program director, Sidney Davis as chief engineer.

On page 78, in listing KWOS, Jefferson City, Mo., eliminate "construction permit"; station is now on the air. Indicate Lowell Smith as program director, J. C. Haynes Jr. as chief engineer.

On page 80, in listing KOIL, Omaha, indicate 5,000 watts as LS power.

On page 82, in listing KGGM, Albuquerque, N. M., commercial manager is Mike Hollander instead of Joe Bryant.

On page 82, in listing KOB, Albuquerque, N. M., indicate NBC as network.

On page 92, in listing WSJS, Winston-Salem, N. C., indicate Kelly-Smith as representative and eliminate Kelly-Smith as representing WAIR in same city.

On page 96, in listing WJAY, Cleveland, WHKC, Columbus, and WKBN, Youngstown, indicate Free & Peters as representative. In listing WBNS, Columbus, commercial manager is Frank S. Fenton instead of W. I. Orr.

On page 100, listing of city should be "Johnstown".

On page 108, in listing KBST, Big Spring, Tex., commercial manager is C. M. Garnes and program director is Margaret Galletly.

On page 108, in listing KOCA, Kilgore, Tex., eliminate "construction permit"; station now on the air.

On page 110, in listing KTEM, Temple, Tex., power should be 250 watts.

On page 114, in listing WCHS, Charleston, W. Va., and WPAR, Parkersburg, W. Va., indicate CBS as network; indicate Odes E. Robinson as chief engineer of WCHS, WPAR and WBLK, Clarksburg.

On page 116, in listing WOMT, Manitowoc, Wis., indicate Emerson Smith as commercial manager instead of Francis M. Kadow.

Throughout station listings eliminate all reference to Affiliated network, now defunct; also delete Affiliated Broadcasting System rate card on page 209.

On page 124, eliminate Hibbard Ayer and on page 128 make Sears Co. read "Sears & Ayer," using both companies' offices in Chicago and New York.

On page 124, J. J. Devine & Associates should be noted as having offices also in New York, Detroit, Atlanta, Pittsburgh and Los Angeles; Bryant-Griffith & Brunson also have offices in New York, Boston, Detroit, Atlanta, San Francisco and Los Angeles.

On page 128, Dominion Broadcasting Co. replaces Williams & McGillvra; remainder of listing is correct.

On page 160, in listing Consolidated Radio Artists Inc., Clifford Glick should replace James B. Post as manager.

On page 160, in listing Columbia Transcription Service, S. J. Hein is New York manager, Gerard Ellis is Chicago manager.

On page 167, in listing Radio Transcription Co. of America Ltd., J. M. Haynes should be substituted for Esther L. Donnan.

On page 167, in listing Radio Events Inc., name of manager is Joseph Koehler.

On page 180, add E. L. Bragdon as radio editor of *New York Sun.*

On page 199, in listing of NBC officials add Clayland T. Morgan as "director of promotion"; Dwight Wallace as "personnel director", and Col. C. W. Fitch as "manager of program department". (For rate card changes consult NBC direct.)

On page 204, eliminate Ralph J. Wonders as manager of Columbia Artists Bureau.

On page 242, under Allied Advertising Agency Inc., add San Francisco office in Russ Bldg. in charge of Frank Oxarart.

On page 242, under Bagley, Horton & Hoyt Inc., eliminate Crane Haussman as radio director.

On page 243, under Batten, Barton, Durstine & Osborn Inc., change Chicago office address to 919 N. Michigan Ave.; change telephone number to Superior 9201.

On page 243, under Bermingham, Castleman & Pierce Inc., insert Griffith B. Thompson as radio director.

On page 244, change name of Blackman Advertising Inc. to Compton Advertising Inc. and list in proper place on page 246.

On page 246, change name of Cecil, Warwick & Cecil Inc. to Cecil, Warwick & Legler Inc.; substitute Preston H. Pumphrey as radio director in place of J. H. McKee.

On page 248, change name of Ehlinger & Higgs Inc. to Stanley J. Ehlinger Advertising.

On page 252, change name of Kelly, Nason & Roosevelt Inc. to Kelly, Nason & Winsten Inc.

On page 252, change name of George J. Kirkgasser & Co. to Kirkgasser-Drew Inc.

On page 255, change name of McKee & Albright Inc. to McKee, Albright & Ivey Inc.; add New York branch in RCA Bldg.; telephone: Columbus 5-2058.

On page 256, add Detroit office in New Center Bldg. for Paris & Peart; manager is Melville W. Smith.

On page 272, name of agency for Frontier Fuel Oil Corp. should be Addison-Vars Inc., Buffalo, instead of Baldwin & Strachan Inc., New York.

On page 292, under Electrical Research Products Inc., indicate Chicago office managed by F. C. Bisbee.

On page 296, under United Transformer Co., manager's name should be spelled S. L. Baraf.

On page 301, in listing of FCC personnel, indicate Rosel H. Hyde as chief of docket section.

On page 374, under Miscellaneous Services and Organizations, list Jack Todd as director of Certified Contest Service instead of Jack King.

On page 390, add Austin C. Lescarboura & Staff to list of advertising agencies placing space in 1937 Year Book Number.

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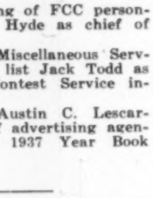
## J. C. Roberts Jr. Named As KFRU Vice-President


Mr. Roberts

JOHN C. ROBERTS Jr., St. Louis real estate and development executive, has been elected vice-president of KFRU Inc., operating the station of the same call letters in Columbia, Mo., and has taken over active financial direction of the station along with W9XOK, St. Louis high-frequency broadcast outlet operated by the *St. Louis Star-Times.*

A brother of Elzey Roberts, president and publisher of the *Star-Times*, Mr. Roberts, however, has never been identified with the newspaper. The *Star-Times* holds a construction permit for a new regional station in St. Louis, now in litigation in the U. S. District Court for the District of Columbia.

Under the new executive arrangement, Ray V. Hamilton continues radio executive of the stations on all matters other than fiscal. C. L. "Chet" Thomas is manager of KFRU.

# Continental Seeks WOL Court Action

COURT REVIEW of the FCC action granting WOL, Washington, a regional assignment in lieu of its present local facility was started Feb. 15 by Continental Radio Co., Scripps-Howard newspaper radio subsidiary, an applicant for a new station in Washington.

In an appeal filed with the U. S. District Court of Appeals for the District of Columbia, Continental, through its counsel, Paul M. Segal and George S. Smith, held that it had not been accorded a proper hearing for a station in Washington and that the granting of the WOL application was tantamount to a denial of Continental's application without hearing or due process of law.

WOL operates on 1310 kc. with 100 watts power and was authorized to change to 1230 kc. with 1,000 watts. Continental also has applied for a station on 1230 kc. The appeal stated that on Feb. 12 Continental had been notified that the Commission had denied its petition for rehearing along with a supplemental petition for rehearing.

### New WOL Facilities

On Feb. 4, FCC Commissioner Stewart, chairman of the Telegraph Division, had issued an opinion dissenting from the action of the majority of the full Commission granting the WOL application and denying the Continental petition for rehearing. He had held that the rehearing should have been granted and among other things, had contended that WOL had not taken maximum advantage of its existing facilities.

Among other factors this last point was raised in the Continental appeal, it being claimed that the Commission erred in finding that WOL has the necessary qualifications to exercise the facilities applied for in that "it has not made full use of the facilities assigned to it."

In connection with the dissenting opinion, inquiry at WOL brought the statement that the station was making maximum use of its facilities and that local ordinances prevented it from installing new antenna equipment.

LeRoy Mark, president of the station, asserted that on June 1, 1935, WOL installed a new Western Electric transmitter along with speech input equipment. Moreover, he stated that WOL recently had removed to a new building in Washington where its studios now are located and that the building was strengthened at a cost of $2,300 from its foundation to the roof in anticipation that a permit for a vertical radiator to be placed atop the building would be granted. He pointed out also that there is a local ordinance prohibiting erection of any structure in excess of 110 feet in height in the District of Columbia with certain exceptions.

On March 11 of last year, Mr. Mark declared, WOL made application to the District Commissioners for a permit to erect a 147-foot antenna on this new building. This request was subsequently denied, he said, and on April 30 last year an application was filed with the FCC covering the same matter. WOL then was informed that no action would be taken regarding the proposed vertical radiator until a site was selected which had the approval of the Commissioners.

WHAM
First Again
650
575
500
550
525
500
450
425
400
350
325
300
250
225
200
150
125
100

THE ONLY STATION IN
WESTERN NEW YORK
*that offers*
50,000 WATTS
CLEAR CHANNEL
631,200
RADIO FAMILIES*
1150 KILOCYCLES

* NBC System of Audience
Measurement by "Aireas."

of itself.

**ROCHESTER, N. Y.**

1. WHAM
2. WHEC
3. WSAY

WHAM produces considerable number of programs, has the class, maintains standards. In 1936 increased talent budget, created more programs (one fed on special loop to Buffalo, Syracuse, Utica and Albany). Has U.P., lots of news and sports and high-grade music.

Leadership in showmanship for 1936 without dissent.

from Variety's Annual Community Showmanship Survey
issued February 10, 1937.
Awarded Variety's Plaque for Showmanship
Week of February 17, 1937.

*Owned and Operated by the*
STROMBERG-CARLSON
TELEPHONE MFG. COMPANY
ROCHESTER, N. Y.

*Represented by*
CRAIG and HOLLINGBERY, INC.
NEW YORK and CHICAGO

ASSOCIATED WITH NBC

*"The Stromberg-Carlson Station"*

# Meet Lady Esther, the Cosmetic Queen

## From Humble Place in Its Industry, Company Quickly Rises to Leadership Through Use of Broadcasts

**IN THE trade it is generally known that Lady Esther Co. was not entirely without frowns when the sales and budget charts were laid on the table a few years ago. Something ought to be done, someone said. And something was! Lady Esther put Lady Esther on the air, supported by a dance band that lets nary a ripple disturb the melodic sequences of its slumbering waltzes. Lady Esther's job is to sell cosmetics. That she does, and the non-cosmetic-buying males of the family just don't have to listen to her somewhat lengthy skin talks.**

LAST FALL Wayne King celebrated his fifth anniversary on the air under the sponsorship of the Lady Esther Co., Evanston, Ill., cosmetic manufacturer—five years with a program that has not changed in a single particular since the first broadcast. King still conducts his orchestra in the smooth, flowing type of music that is his trade-mark. Lady Esther's voice still delivers the talks on skin care through the use of her powder, cream and rouge. Save that the orchestra now plays tunes that were unwritten in 1931, the listener of today might hear a recording of one of the sponsor's earliest programs and never know the difference. There must be a reason, and the reason must be that this particular advertising formula has worked.

Exactly how well it has worked, to just what extent Wayne King's soothing harmonies and Lady Esther's dulcet tones have increased the sale of her products, is something that is known only to the officials of the company, and they are not inclined to be talkative on the subject. "We're satisfied," is their smiling reply to all such questions. But even without a table of sales figures from year to year, the open record of Lady Esther's radio history is both interesting and significant.

### How About Some Radio?

Back in 1931 the Lady Esther Co. was well down the list of cosmetic manufacturers when it came to total sales; it was doing all right, but nothing to set the world on fire or to start its stockholders dancing in the streets. Advertising chiefly in the magazines read by women, the company was considering the use of radio but had no very definite ideas as to how to proceed. So the executives began to listen to programs then on the air, to study their technique, to gauge their effectiveness, and to apply these findings to their own particular problems, a process that resulted in some rather interesting conclusions.

There were some radio advertisers, chiefly those whose products were well known and firmly established, who limited the commercial parts of their broadcasts to mere credit lines, using radio as a sort of auditory billboard to impress once more on the mind of the listener an already familiar name. But there was also a sizeable number of advertisers who were actually using radio to sell, who were not afraid to tell their complete story on the air, even though it meant sacrificing a part of their total audience who would not listen through a lengthy commercial in order to do a real selling job on the remaining listeners. The very evident success of this second type of advertiser heartened the Lady Esther people, for they knew that if radio were to prove profitable for them it could not content itself with producing good will but must actually sell their merchandise.

Another conclusion was that since their merchandise was low priced, aimed at a mass rather than a class market, their radio entertainment must have as wide an appeal as possible. Music — popular music — seemed to be the answer.

Together with Stack-Goble Advertising Agency, through whom their advertising is placed, the Lady Esther executives set out to build a radio program that would meet these requirements. In selecting the music, they secured Wayne King, whose orchestra was nightly performing to record crowds at one of Chicago's largest, most popular dancing spots, and whose broadcasts on WGN had won him a strong following among non-dancers. For King's music is of the sweet type, and has a romantic flavor that makes it as enjoyable for listening as for dancing and which ties in admirably with the cosmetic appeal.

### Lengthy Sales Talks

For their commercials they decided to buck current opinion, which was that only a masculine voice could command attention over the air, and to have their sales talk presented by a woman, in the form of beauty advice broadcast direct from Lady Esther to her feminine audience. And, radical as it seemed at the time, this decision has undoubtedly been chiefly responsible for the great success of the Lady Esther radio campaign. These beauty talks, long-winded interruptions to an otherwise enjoyable program from a masculine point of view, and frequently described as such by various radio critics, have probably cost Mr. King and his sponsor the loss of many a male listener, but their heart-to-heart, woman-to-woman intimacy has very definitely won the friendship and the patronage of thousands upon thousands of women.

With the program set, Lady Esther tentatively went on the air in September, 1931, with a Sunday afternoon half-hour program, broadcast on a 21-station NBC hook-up, which was soon extended to include double the number of outlets. As radio proved its effectiveness for them, the sponsors increased their radio appropriation, adding two evening half-hour periods on NBC and one on CBS, to which network they later transferred their Sunday broadcast. At present Lady Esther and Wayne King, for each additional program has adhered strictly to the original pattern, may be heard on Monday evenings over CBS and on Tuesdays and Wednesdays on NBC.

WAYNE KING

This record of continuous and expanding broadcasting is in itself a pretty good piece of evidence that radio has produced results for this advertiser. Further evidence in support of that conclusion is the rapid rise of Lady Esther products to sales leadership in the cosmetic field, with radio as the major means of advertising employed — not to mention the millions of requests received for the samples that from time to time are offered on the air.

Though officials of the Lady Esther Company have been adamant in their refusal to divulge any sales figures, for once their pride overcame their modesty, and recently they let it be known through a sworn statement of the accounting firm of Haskins & Sells, attesting to the fact that during 1934 more than 35 million 10 and 20-cent packages of Lady Esther face powder and cream were purchased by the women of America.

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BECAUSE CMBN, Havana, was alleged to be housing revolutionaries, its two owners, Ventura Montes and Gabriel Zequiera, were sentenced recently to six months imprisonment, and the license of the 250-watt transmitter on 850 kc. was revoked. The station not long ago was the scene of a battle between revolutionaries and police which led to the death of one revolutionary.

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## Time Donations to FHA Total Near 7 Millions; New CBS Series Begun

RADIO time valued at $6,904,746 at average rates has been contributed to the Federal Housing Administration by broadcasters, industry and business, according to testimony before the Senate appropriations subcommittee by Stewart McDonald, administrator, during consideration of the Independent Offices Appropriation Bill. The hearings were made public Feb. 17.

Altogether, since FHA was created in 1934 and up to Feb. 1, 1937, according to Administrator McDonald, a total of 26,424 hours were used by FHA at no cost to the government. Of these 26,348 were independent station donations and 76½ network time. There were 138,089 independent broadcasts and 306 network programs. No time was purchased with government funds.

FHA witnesses also stated that a large amount of time for the coming year already has been committed gratuitously. These programs, it was added, are usually run as features in between regular programs and are employed "to boost local sales of building materials, etc."

The FHA will start a series of 13 weekly broadcasts *Your Home and Mine* on CBS on Feb. 20. The series will be primarily directed to the thousands of local contractors, material dealers, architects, and financial institutions throughout the country cooperating in the small homes building program. Each broadcast will present a different phase of industrial and financial participation in home building and show how demonstration homes are being erected in hundreds of communities this spring. Bryson Rash, formerly of KMOX, WLW and WJSV, is commentator.

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## South Dakota Deal

PROPOSED transfer of the ownership of KGDY, Huron, S. D., to the Greater Kampeska Radio Corp., which operates KWTN, Watertown, S. D., was disclosed Feb. 16 when the FCC Broadcast Division ordered the transfer application set for hearing. KGDY, which operates with 250 watts daytime on 1340 kc., is 60% owned by Dr. F. Koren, Watertown physician, 12% by Robert J. Dean and 12% by M. W. Plowman, the latter manager of KWTN. They propose to transfer their stock to the corporation in which Dr. Koren holds two-thirds interest and Robert J. Dean and K. K. Dean hold 16⅔% each.

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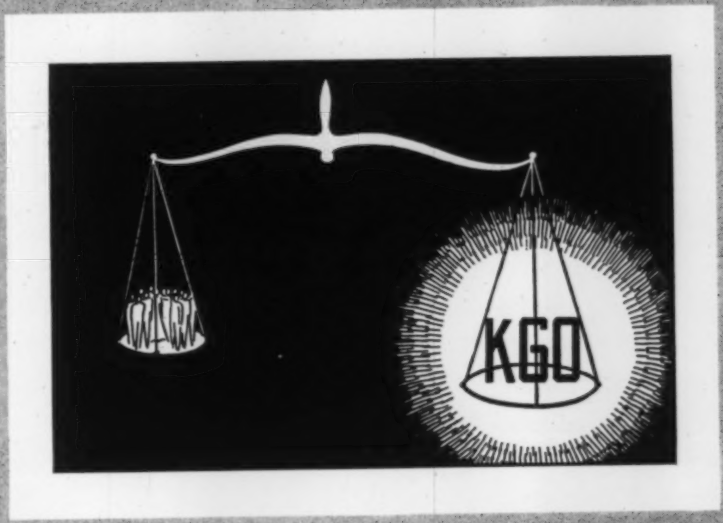
## WHK Signs Baseball

FOR THE fifth consecutive season, WHK, Cleveland, has signed with the Cleveland American League Baseball Club for broadcasts of all home games, and for the second season for out-of-town games, the station announced Feb. 23. H. K. Carpenter, vice-president of the station, and Alva Bradley, president of the Indians, completed the negotiations. Sponsorship of the games has not yet been announced. Jack Graney, former Indian outfielder will again announce the games, assisted by WHK Sportscaster Guilbert Gibbons.

18 CARAT CUSTOMERS

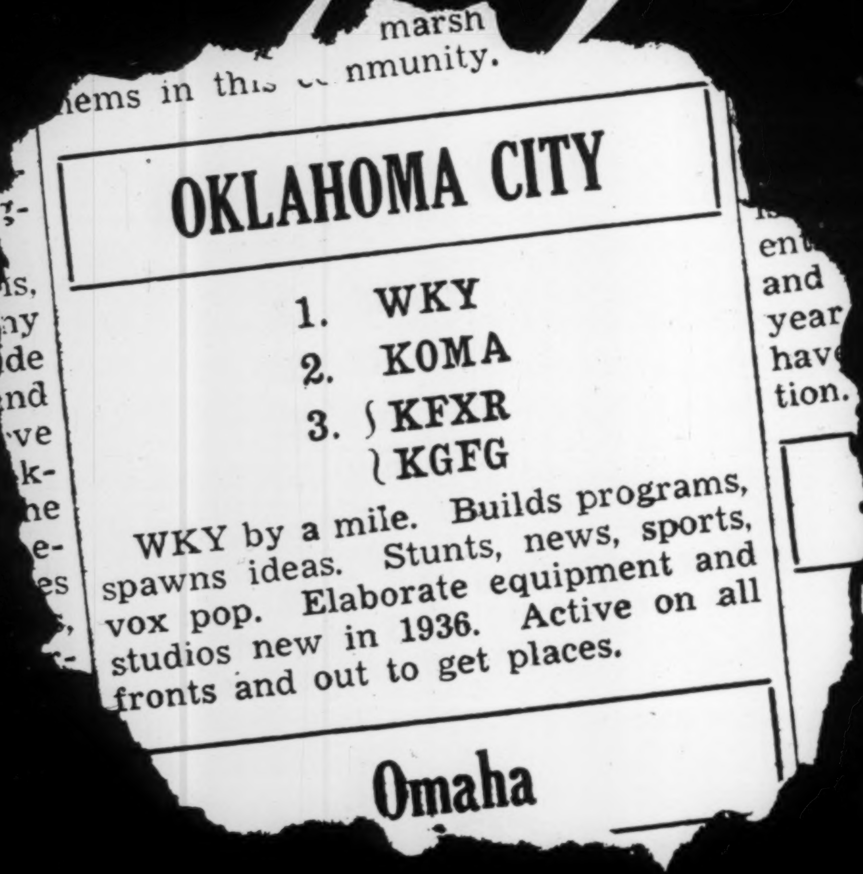


KGO, Key Station of the Pacific Coast Blue Network, provides a golden market for the products it advertises. Customers in this wealthy area spend more per person than those in any other community in the country. Let us help you "stake your claim" in this rich region.

KGO
7,500 WATTS
NBC Pacific Coast Blue Network
SAN FRANCISCO
*Completely programmed by NBC*

# DECISIONS HANDED DOWN B

# Show



marsh
ems in this community.

## OKLAHOMA CITY

1. WKY
2. KOMA
3. KFXR
   KGFG

WKY by a mile. Builds programs, spawns ideas. Stunts, news, sports, vox pop. Elaborate equipment and studios new in 1936. Active on all fronts and out to get places.

## Omaha

From Community Showmanship Survey, for Year 1936, VARIETY, Feb. 10, 1937.

● Year after year, WKY "wins by a mile" in VARIETY'S annual summary of community showmanship.

Had VARIETY surveyed station popularity among listeners . . . . or among advertisers, both local and national . . . . the answer in Oklahoma City would likewise have been: "WKY by a mile."

# WKY
## OKLAHOMA CITY

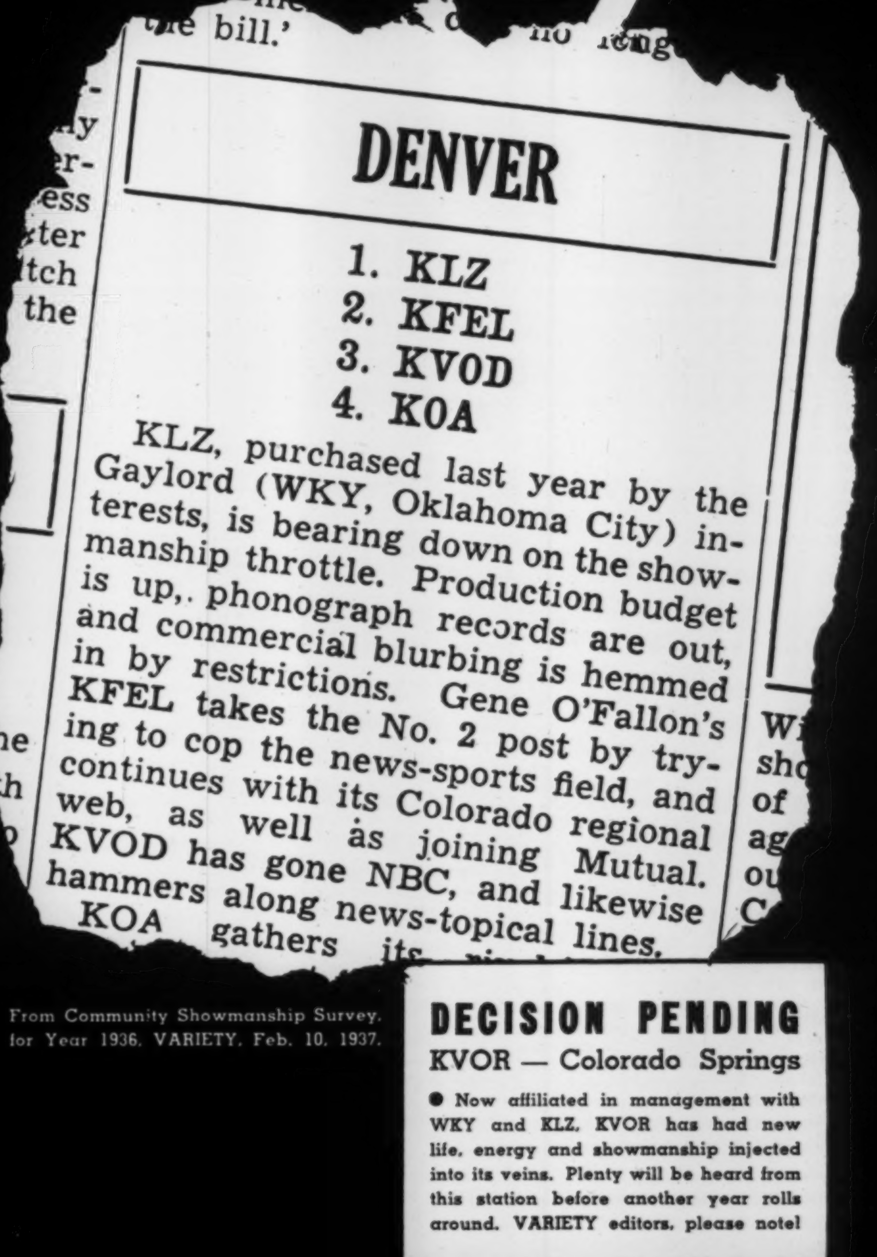
*Oklahoma's Only Full-Time NBC Station*

Representative
E. Katz Special Advertising Agency

*Affiliated with The Daily Oklahoman, The Times and the Farmer-Stockman*

# B THE SUPREME COURT OF

# manship



the bill.' ... no leng

## DENVER

1. KLZ
2. KFEL
3. KVOD
4. KOA

KLZ, purchased last year by the Gaylord (WKY, Oklahoma City) interests, is bearing down on the showmanship throttle. Production budget is up,. phonograph records are out, and commercial blurbing is hemmed in by restrictions. Gene O'Fallon's KFEL takes the No. 2 post by trying to cop the news-sports field, and continues with its Colorado regional web, as well as joining Mutual. KVOD has gone NBC, and likewise hammers along news-topical lines.

KOA gathers its ...

From Community Showmanship Survey, for Year 1936, VARIETY, Feb. 10, 1937.

● KLZ is proud of this recognition by the high court of showmanship . . . . but more gratifying to KLZ (and more important to advertisers) is the success of this showmanship in changing long-standing listening habits of the Denver Rocky Mountain region and capturing top position in the preference and esteem of listeners.

# KLZ

## DENVER

*Pioneer Radio Station of the West*

Representative
E. Katz Special Advertising Agency

**DECISION PENDING**

**KVOR — Colorado Springs**

● Now affiliated in management with WKY and KLZ, KVOR has had new life, energy and showmanship injected into its veins. Plenty will be heard from this station before another year rolls around. VARIETY editors, please note!

*Affiliated in Management with WKY and the Oklahoma Publishing Co.*

# Photograph Series Opens Dull Season For Supply House

## WBEN Program Proves Boon To Sales; Club Is Formed

By **EDWARD C. OBRIST**
Production Manager, WBEN, Buffalo

Mr. Obrist

THE POWER of radio advertising has again been felt, this time in a more or less virgin field. Photography, once a hobby, is now becoming an enterprise—a big business, producing substantial incomes where formerly it provided only diversion. At the same time, its fascination is constantly luring new recruits.

On Oct. 3, 1936, WBEN inaugurated *Photography for the Amateur*, an educational discussion of photographic principles and practices that began at the beginning. It is heard once weekly, 6:05-6:15 p. m., Saturdays, sponsored by the Buffalo Photo Material Co. The original purpose of the club was to band together the rank beginners who, because of more advanced camera organizations, were more or less "on the fringe" of photographic activity in Buffalo. Thousands of cameras are shelved with the passing of vacation days.

*Photography for the Amateur*, by suggesting winter opportunities for serious photographic endeavor, and by outlining proper procedure for indoor work under artificial light, is keeping these cameras in operation, thereby increasing the sale of film and lighting equipment. Many amateurs are now building darkrooms and processing their own pictures. Others are improving their technique. This, of course, calls for additional accessories.

### Club Organized

As an example of further direct benefit to the sponsor, there has been set up a Camera Club of the Air. Membership to all enthusiasts is free. Intentions for membership are signified by name, address, a listing of photographic equipment owned or being used, and the extent of the applicant's darkroom activity. In return for this information, a numbered membership card is mailed. Only members producing these cards are admitted to meetings held once a month. This, incidentally, is directly over the sponsor's business establishment, and members must walk the length of the store, passing books, cameras, films and accessories before reaching the clubroom. Once each month problems are discussed en masse, demonstrations are given by darkroom experts, and occasionally an authority discusses composition and criticizes the monthly crop of prints which are prepared for exhibition.

Thirteen weeks after its inception, *Photography for the Amateur* had over 400 registered members, 25% of whom turn out for the monthly meetings. Domestic film, paper and equipment manufacturers are eager to cooperate. Parents have expressed their gratitude for the interest stimulated and the educational benefits of the program to their children.

Normally an off-season, except for the usual Christmas trade, the months since the beginning of *Photography for the Amateur* have shown a greater financial return than any other similar period in the history of the sponsor's organization. Interest and memberships are increasing daily. It is logical, therefore, to expect an unusually gratifying summer season.

# SPOTS BEFORE HIS EYES

## Agency Time Buyer Takes Headaches as They Come But Suggests How to Do Something About It

By **IVAN FRANKEL**
Radio Director
Simons-Michelson Co.

THE reason for all this commotion about spot radio lies in one significant fact—the remuneration of the average spot campaign is often not proportionate to the amount of labor involved.

You are bound to hit plenty of snags in buying and placing time on individual stations. Attack the problem with innocent gusto and you'll soon be a firm believer in the "sit down" strike. Yet, in spite of all the so-called annoying details, the made-to-measure spot promotion can be as well behaved as the network campaign. Of course, there is little similarity in the mechanical routine. The spot promotion calls for an entirely different approach. It would be wiser and easier on the part of agency radio men to seek inner office relief by proper organization instead of seeking outside remedies.

Spot promotion is strictly in its teen stage—the undesirable pimples will disappear as a matter of time. But you can bet your best client that the assignment will never by a picnic. There will always be reason for plenty of mental gymnastics. No set rules can be laid down as to checking spot production. Affidavits usually suffice where transcriptions or announcements are used.

### Checking Programs

Live talent shows, of course, present the greatest checking difficulty. Here we have solved that problem by ordering air checks on the first and second broadcast of a new series and keeping tab on the balance of the programs by checking the station's copy of script and commercials against ours. The gratifying factor on this check is that 99% of the stations are utterly dependable. Better programming as a whole, assures any spot placement of understanding care and feeding.

Because of the local problems encountered by stations, the majority of proposed reforms are wholly ridiculous. However, there is one measure that should not be overlooked by any station because of its sound objective—and that is the standardization of the rate structure and discounts. That in itself would be a boon to any time buyer—and buying time is half the job. Various other reforms are merely an attempt at regimentation and have no place in the radio picture.

There is one other source for cooperation that should not be overlooked, and that is the radio representative. There are half a dozen of these representatives who truthfully function as a proxy radio department for any agency. The majority of these representatives are bona fide radio men and not time peddlers. The discrepancy is easily discernible, and where confidence can be justly placed, it is folly not to make use of this assistance.

IVAN FRANKEL

Perhaps it would be too wild a prediction to state that these various representatives might eventually combine in some form of an organization that in itself would act as a clearing house. They could materially improve and strengthen their position with the agency as well as strengthening the importance of the spot promotion by effecting such a move. Whether it is feasible is entirely up to them.

The competitive spirit is strong, but in their particular business it is of less importance than the fact that they exist as contacts between their stations and the agency and its clients. The agency and the client in most cases will be the deciding factor of what stations will be used and that being the case, there is no reason why the representatives should not conceive the necessity for a clearance headquarters. Of course, individual differences will combat such a move, but again, in the long run, such individuals who are leaders will profit most.

In conclusion, let it be said that the spot promotion is a sales weapon of tremendous force. The work it entails is nothing to shy from; it is work to be done in sensible order and the financial remuneration, if not gigantic, is certainly not out of proportion with the effort involved.

## Winkelman On Air

WINKELMAN SHOE Co., New York (women's shoes), on Feb. 28 started a 52-week campaign on WOR, Newark, Sun., 3:45-4 p. m. Program is *American Women's Serenade*, featuring Robert Brinn and his accordion, with Norman Brokenshire as master of ceremonies. Jay Lewis Associates, New York, is the agency.

# Radio News Association Expanding Membership; Agencies Show Interest

MEMBERSHIP in the Association of Radio News Editors and Writers was reported to have passed the 150-mark during February, according to a report by T. C. Christie of Universal Service, secretary of the newly-organized ARNEW. Mr. Christie said that the new members were scattered from one end of the country to the other, with the greatest concentration being in the Chicago area.

ARNEW is reportedly making no membership drive. According to G. W. Johnstone, of WOR, the newly-appointed membership committee chairman, the association is seeking merely to advise each radio station that the association exists, that the station's news writers and editors are eligible for membership, and that they will be welcomed whole-heartedly into the association. In Chicago, the new president of the Association, John VanCronkhite, told BROADCASTING that the association was receiving a remarkably warm reception from all sides. He is retiring as head of CBS's western news division. He said:

"We have found that both the stations and the advertisers are deeply interested in the work of the association. I have noted a definite feeling among agency men that if forward steps can be taken to unify radio news programs and practices, individual stations can immediately look for an increase in income from radio news programs."

The ARNEW president spiked rumors that he was leaving CBS to do full-time work for the association. "There is no more chance of ARNEW having a paid executive than there is of it's becoming a guild or a union," he said.

# Van Cronkhite Confers With Station Executives

JOHN VAN CRONKHITE, retiring head of the western news division of CBS, flew into Detroit late in February for conferences with the head of WJR, Leo Fitzpatrick. Reports were current that Mr. VanCronkhite is setting up a business project involving a halfdozen eastern and midwestern stations. It was said here that he came to Detroit after meetings with John Patt of WGAR, Cleveland; Niles Trammel, NBC vice-president, at WMAQ, Chicago; and with CBS officials at WABC, New York.

Mr. VanCronkhite, who is president of the newly-organized Association of Radio News Editors and Writers, was silent concerning his plans after he retires March 1 from his present post with CBS. He made it clear, however, that his trip into Detroit was in no way connected with the ARNEW.

## Bird Seed Series

NATURE FRIEND Inc., New York (Magic bird seed), on Feb. 19 started *Anice Ives' Everywoman's Hour* on 3 Inter-City Broadcasting System stations (WMCA, New York; WMEX, Boston, and WIP, Philadelphia), Fri., 11:15-11:30 a. m., for 13 weeks. Agency is Frank Presbrey Co., New York.

# IF IT'S RESULTS YOU WANT!

MAGIC WASHER is a powdered soap which the Iowa Soap Company of Burlington, Iowa, has had on the market for 17 years. Its distribution until recently has been confined largely to the Middle West. It has been an absolute stranger to the people of Buffalo and Western New York.

FOUR short weeks ago Mr. William Rheaume, sales manager of the company, came to Buffalo to look over the possibilities of invading our territory with Magic Washer. He made a study of all local angles and he arrived at one definite conclusion. The quickest and surest way in which to have his product gain a real foothold in an untried, highly competitive market like Buffalo was to introduce it over Station WBNY.

IS he pleased? He is more than pleased. He is AMAZED! The housewives of Buffalo and Western New York already have bought two big freight-car loads of Magic Washer, and Mr. Rheaume was here just the other day to arrange for the shipment of a third car of 800 cases. He conservatively estimates that within a short while the Iowa Soap Company will be sending a carload a week to Buffalo.

IF it's results you want in Buffalo and Western New York, you can get them through Station WBNY. Many alert advertisers are discovering that they can obtain a greater response for less money over wide-awake, aggressive stations like WBNY. The Iowa Soap Company is not the only advertiser that is using WBNY exclusively in Buffalo.

## WBNY

**Owned and Operated by Roy L. Albertson**

Studios—485 Main Street

**BUFFALO**

Telephone Cleveland 3365

*"He Who Hesitates in Radio is Lost!"*

# On the 6th Floor, But Thousands Ask For Radio Tickets

## And They Buy Burt's Jewelry, Too, in Large Amounts

By L. G. KLIVANS
General Manager
Burt's Inc., Cleveland

THEY told me it was a foolish move. They said I'd regret ever signing a 13-week contract for an hour's amateur show and community sing. They told me that I'd never realize sufficient return for the amount of money I put into the show. They told me . . .

Well, it's my turn. I'm telling them that I've just signed a new contract not for 13 weeks, but for an entire year. Here's what that first 13 weeks has meant to me:

Located on the sixth floor of the Terminal Tower without window display space or even a sign outside the building to show my location, I've seen an average of 4,000 potential customers come into my store every week. Every single one of those 4,000 people came into Burt's as a direct result of the community sing and amateur show broadcast by Burt's over WJAY on Sunday afternoons.

### They Buy Jewelry

How do I know this? Because those people come into the store to ask for tickets to see the broadcast on the stage of Cleveland's finest theater, The Hanna, and to participate in the community singing. While it is not necessary for them to make a purchase to get a ticket, a surprisingly high percentage of them do make purchases. A surprisingly large number remain steady customers. As a goodwill builder and for returns per dollar spent on advertising, this radio program has anything else I've ever tried beat six ways from Sunday. In the first 13 weeks of broadcasting, more than 500 Northern Ohio amateurs auditioned for these programs. And still they come. These amateurs must register at Burt's store before auditioning in WJAY studios. This brings even more potential customers into the store . . . proud mothers, fathers, sisters, cousins, mothers-in-law and grandfathers of the contestants.

After our first few broadcasts under the direction of Mendel Jones we found that the demand for tickets far exceeded the seating capacity of the theater. We were getting 4,000 requests and had only 1,700 seats available each week. We began giving out 300 standing room tickets each week. Finally we were forced to put on a repeat show following the broadcast period . . . an identical program of an hour's duration, not aired, but put on only for the visible audience.

As far as I know, this is the first time in the history of Cleveland radio that such a program has been necessary. And do those people enjoy singing? They fairly shake the rafters loose at the Hanna every Sunday and you should hear them applaud the amateur acts. And how about the radio audience—the people who are at home listening unable to attend the broadcast?

MR. KLIVANS

They write in by the thousands every week to vote for the best amateur. They come into the store and say they heard the broadcast and would like to get tickets to attend. And why is there such an overwhelming response to these broadcasts? For one thing, it's the first and only program of its kind in Northern Ohio. Others have feared to sponsor anything as big before.

But we're going on with this series, changing it only slightly. There will be nine amateur acts presented each Sunday from now on. There will be three age groups —children from 6 to 12, children from 12 to 16 and those 16 or over. Am I satisfied with results thus far? Well, there's that new contract for one year with my signature hardly dry on the paper. That speaks for itself.

### Legislators Listen

WHEN Senator Wheeler (D-Mont.) made his address opposing President Roosevelt's Supreme Court plan over NBC-Blue Feb. 20, the entire state legislature of Montana listened in rapt attention. By prearrangement, Ed Craney, manager of KGIR, Butte, had a line run from Butte to the state capitol in Helena over which the talk was carried to a loudspeaker system. The legislators met in special session for the event and afterward promptly voted to support Senator Wheeler's views.

### Iowa Soap Discs

IOWA SOAP Co., Burlington, Ia. (Magic washing powder), is starting a transcribed quarter-hour musical variety program on nine stations in the Midwest, broadcast Monday, Wednesday and Friday afternoons for 13 weeks. Program, which was placed through Briggs & Varley Inc., New York, will be broadcast on stations WKBN, KFH, WGBF, WBOW, KFEQ, WMBD, WTAD WOWO and KMOX.

# *Networks and Agencies Seek Immunity On Musicians in California Jobless Tax*

DECISION as to who will pay the state unemployment tax for musicians employed in radio broadcasts as well as all forms of musical employment, will be handed down by the California Unemployment Reserves Commission within the next 30 days, it was announced in Los Angeles Feb. 19 following hearing before a subcommittee, after representatives of NBC, CBS, Don Lee Broadcasting System, advertising and talent agencies, orchestra contractors and musicians had offered argument.

More than 50 persons, representing the various industries attended the hearing, called by the Los Angeles Musicians Union to determine whether orchestra contractors and leaders, or organizations employing them should pay the state unemployment tax contribution. The union recently ruled that orchestra contractors were not employers, and that radio stations, agencies, hotels and night clubs, should take care of the tax. Commission subcommittee, at conclusion of the hearing, indicated that various units would be classified as employers, but would be given an opportunity to prove otherwise in individual cases. Meanwhile, ten days for additional briefs were allowed before the Commission goes into session for final decision.

### The Network View

Frederick Leuschner, NBC attorney, John W. Swallow, NBC Hollywood manager; Wesley L. Nutten, CBS attorney, and Samuel S. Zagon, Don Lee network attorney, contended that network dealings were with the contractor and orchestra leader exclusively, and that their units should not be required to report the tax. They further pointed out that they never know the names of men in the band, and that the contractor or leader is paid a lump sum for the performance. Hotels offered the same argument.

Eddie B. Love, San Francisco, representing the California State Federation of Labor; Karl Deiterick, business representative, San Francisco Musicians Local 6; George Teasdale, business representative, and Frank D. Pendleton, president, Los Angeles Musicians Local 47, and Max A. Sturges, attorney, representing the musicians, argued that radio, agencies, sponsors, hotels and night clubs should take their own natural employers' responsibility.

They claimed contractors and leaders were only employes and that control and discharge of men in the orchestra rests with the employer, whether it be radio, agency, hotel or night club. They further argued that such employers could force rehearsals, fix the number of players, dictate compositions to be played, and also demand that musicians perform for them exclusively.

Advertising agency representatives, who included August J. Bruhn, McCann-Erickson Inc., and William T. Coffin, Lord & Thomas, contended they merely bought time from radio and secured specialty performers from theatrical agencies, often paying lump sums for both performers and orchestras. They didn't know how much the performers received or how much was paid the musicians. They further stated that these people couldn't be classified as employes of their respective agencies.

Others who attended and participated in the hearing included Walter A. Burke, American Association of Advertising Agencies, San Francisco; Everard Meade, Young & Rubicam Inc.; Diana Bourbon, F. Wallis Armstrong Co.; S. Nielson, J. Walter Thompson Co.; William H. Gilcher, music contractor, and Hub Shaw, Fanchon & Marco Inc.

# Ohio State Association, On a Permanent Basis, Names Patt President

Mr. Patt

ELECTION OF John F. Patt, vice-president and general manager of WGAR, Cleveland, as president of the Ohio Broadcasters Association took place Feb. 18 at a meeting of the organization in Cincinnati. Mr. Patt was vice-president and acting president for the last year, during which time the organization was of a temporary nature. He succeeds Fred Palmer, formerly of WBNS, Columbus.

Richard A. Borel, manager of WBNS, was elected vice-president and Warren P. Williamson Jr., WKBN, Youngstown, was reelected secretary-treasurer. The organization adopted a constitution and by laws consistent with the plan for a permanent structure. Problems of mutual interest to Ohio broadcasters, notably in connection with State legislation, were discussed. James W. Baldwin, NAB managing director, was present and conferred with the two dozen broadcasters present.

Attending the meeting, in addition to those named, were C. W. Hayes and Kenneth Sliker, WHBC, Canton; Vern C. Alston and Russell A. Gahring, WSPD; William S. Hedges, Frank M. Smith and Bob Kennet, WLW; Vernon H. Pribble, Howard Barton and Hal W. Metzger, WTAM; H. K. Carpenter, WHK-WJAY, Cleveland, Eugene Carr, WGAR, Robert S. French, WHKC, Columbus, C. R. Thompson, WCOL, Columbus, J. L. Reinsch, WHIO, Dayton, Sidney TenEyck, WSMK, Dayton, Jack Price, WBNS, Columbus; John McCormick, WKRC, Cincinnati; William A. Clark, WCPO, Cincinnati and R. C. Higgy, WOSU, Columbus.

### Philco Repeats Series

PHILCO RADIO & TELEVISION Corp. is broadcasting a program similar to its series of last year called *Philco Amateur Show* on WIP, Philadelphia. The program, open only to the 13,000 employes of the company, is a full hour Saturday night program and was begun Feb. 20. Gifts will be awarded to the winners and the contestants who won in previous programs will compete in a special broadcast April 3 direct from the Metropolitan Opera House. The series is directed to Philco employes as a good-will gesture. James Allen, program director of WIP, is master of ceremonies.

### Labor Sponsors Series

CALLED *Voice of Progress*, a new dramatized program dealing with labor unions and political subjects recently made its debut on KGGC, San Francisco. The program, sponsored by 32 different local labor unions, endeavors to give a clearer picture of the workings of labor unions, their problems, and their effect on the general public. *Voice of Progress* has been signed for a 26-week period and is heard on KGGC thrice weekly.

XUM

# ONE TWO THREE on WMC!

1st

**JACK BENNY**

2nd

**FRED ALLEN**

3rd

**RUDY VALLEE**

## The First Three of Radio

## IN NATION-WIDE POLL SELECTIONS

**In the World-Telegram and Motion Picture Daily Polls for 1937, Jack Benny, Fred Allen, and Rudy Vallee have ranked one, two, three, without exception . . a sort of All-American team of radio's stellar performers. WMC carries these three, together with Bob Burns, Bing Crosby, Fred Astaire, and others in the top flight of ten . . the only station in the Mid-South presenting the best of both Red and Blue NBC networks.**

**Choose the station in the South's richest market that offers unquestionably the most popular programs.**

**279,800 radio homes** in the Mid-South, with **spendable incomes of $693,524,000,** make WMC's primary market a fertile field for advertisers. Actual, proven results in practically every classification can be furnished on request.

# WMC

OWNED AND OPERATED BY
THE COMMERCIAL APPEAL
"The South's Greatest Newspaper"
●
MEMPHIS, TENN.

National Representative:
E. KATZ Special Advertising Agency

XUM

## SOUND ENGINEERING

**Rising 70 stories above New York's sidewalks, the massive RCA Building houses the nerve-center of RCA's services in communications . . . broadcasting . . . reception—the pyramids of radio. Overlooking the towers of midtown Manhattan, this huge structure rises 850 feet and has a gross area of 2,192,000 sq. ft. It stands as a mighty symbol of radio's advance.**

RADIO CORPORATION

XUM

# Broadcasting Headquarters!

RADIO has made neighbors, good neighbors, of all America —and the world. And the Radio Corporation of America is proud to have played an important part in creating this widespread spirit of fellowship. RCA has done this through the National Broadcasting Company—one of its services—whose two network systems, comprising 116 stations, spread across the United States from Maine to California — from Canada to Texas—across the Pacific to Honolulu.

Broadcasting Headquarters are located in splendid Radio City. Here are NBC's modern, acoustically perfect studios, where many of radio's most famous programs originate. Built specifically for broadcasting, these 22 studios incorporate the latest advances in design, sound-proofing, acoustics and technical facilities. They make possible better program transmission, assuring better home reception.

RCA supplies the world with service in *every* branch of radio. Its varied services have earned unlimited public confidence. The world knows the RCA trademark as a magic key to quality . . . so it buys "RCA ALL THE WAY." And dealers who feature this organization's products do a more profitable business. They know it pays to be associated with Radio's Leader—pioneer in the engineering of sound—pioneer that some day will give the world radio *sight!*

The World's Largest National Advertising Medium

**NBC**

A Radio Corporation of America Service

"ONLY NBC was there!"

*Outstanding broadcasts of 1936 heard only over NBC networks*

From Zeppelin "Hindenburg"

First broadcast from "S. S. Queen Mary" during her trial run

Rose Bowl Football Game, 1937

Salzburg Music Festival

Harvard Tercentenary

Metropolitan Opera

Louis-Schmeling Fight

America's Town Meeting

Cardinal Hayes at NBC

Federal Radio Project (4 programs)

Boston Symphony Orchestra

In 1937, "NBC will be there," serving the public with a feast of outstanding broadcasts.

---

RCA MANUFACTURING CO., INC. • RCA COMMUNICATIONS, INC.
NATIONAL BROADCASTING CO. • RCA INSTITUTES, INC.
RADIOMARINE CORPORATION OF AMERICA

*RCA presents the Metropolitan Opera every Saturday afternoon. And "Magic Key of RCA" every Sunday 2 to 3 P. M., E. S. T. Both on NBC Blue Network.*

OF AMERICA · *Radio City* · NEW YORK

EVERYTHING IN RADIO FOR SERVICE IN COMMUNICATIONS . . . BROADCASTING . . . RECEPTION

BROADCASTING
*and*
Broadcast Advertising

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## Reunion In Havana

THIS MONTH technical radio chieftains of the four principal North American nations gather in Havana for preliminary discussions on North American allocations. They will seek a technical basis for use of the broadcast spectrum, including the shortwaves, by nations of the continent, and then ratify that action in November when a "formal" conference of the nations in the Americas takes place.

An equitable arrangement is necessary, particularly with respect to broadcasting. Only the United States and Canada have an agreement respecting use of facilities available to this continent. Mexico and Cuba have never agreed to any mutual arrangement for the use of frequencies. The result has been a type of interference from stations, mainly in Mexico, that has tended to ruin the service of stations on numerous shared and clear channels in this country. This interference has been much more severe than most persons realize.

Before any such arrangement can be worked out to the satisfaction either of the United States or Canada, it is clear that Mexico must agree to stop operation of about a dozen so-called "border" stations on the Mexican-United States boundary, using high power and directional antennas to serve listeners in this country. Among those stations are the Brinkley and Baker units, advertising products and services for the most part outlawed in this country and operating on channels assigned stations here and in Canada.

There was a "North American" conference nearly four years ago in Mexico City. It blew up when Mexico not only refused to budge from minimum demands of a dozen "clear channels" but also declined to eliminate the border stations. Other Latin nations used Mexico's untenable demands as the yardstick for their own claims for exclusive waves. It was obvious then that the conference would disagree. Moreover, certain educational interests in this country favoring government ownership, along with agents of Dr. Brinkley, agitated the Latin delegations in their demands.

To us it appears that Mexico must agree, as a condition precedent to any further discussions, to eliminate these "outlaw" border stations. With that accomplished, the delegations can discuss maintenance of engineering standards mutually satisfactory so that channels can be used on a shared basis without undue interference. It further appears to us that the Craven-Ring allocation plan, providing for duplication on certain channels formerly in the clear category, might well be applied for these Southern neighbors, because of the geographical separations possible and through the use of directional antennas.

## Right to Live

A NEW legislative effort is being made for five-year licenses. Rep. Anderson, of Missouri, has introduced such a bill. In our judgment there was never a more meritorious cause.

Broadcasters now survive practically on a month-to-month basis. The FCC, in its wisdom, issues licenses for only six-month intervels. The existing law allows and always has allowed three-year licenses. The FCC and its predecessor Radio Commission have been loath to lengthen the tenure for obvious reasons. They want to hold stations in check so that they can set their renewal applications for hearing whenever necessary, with a six-month span the longest that could elapse.

The legal reason is that in setting a renewal for hearing the burden of proof is upon the station to show cause why the license should be extended. Under longer licenses, the FCC would have to resort to revocation proceedings and prefer charges against the station at which the licensing authority would have the proof burden—admittedly a more difficult task from the legal end.

There is no other industry, as far as we are aware, that exists under the constant threat that hovers over broadcasters by virtue of the six-month license. In spite of it stations and networks have invested heavily in plant and equipment, rolling up an enormous investment in what prudent businessmen view as a precarious business. It is just that. The six-month license is a deterrent to stability in a major industry. It breeds overcautiousness in the cases of many station owners because of the slender thread on which license renewals hang. It is not conducive to the type of progress of which the industry is capable, amazing as have been its accomplishments during the last 15 years.

We hope the Anderson Bill will pass. We hope every broadcaster and everyone with whom he does business will throw his lot with the legislation.

## Sales Hysteria

OUT OF ALL the hysteria over station sales and regulation, there has developed one viewpoint which seems to be based on garden variety common sense. We refer to the conclusion of certain distinguished Senators, at recent appropriations hearings, that the FCC should not concern itself with the amounts paid for stations in sales transactions, provided the proposed new licensee is otherwise qualified to render good public service.

It has never been ascertained that the FCC could do anything legally about station sales anyway. Despite this, there has been a rumpus of no mean proportions on the House side of Congress against sales of stations for figures amounting to several times the value of their tangible equipment [BROADCASTING, Feb. 15]. Everyone will agree that actual "trafficking" in licenses, that is, the sale of construction permits for a profit, should not be countenanced. But there is no doubt that a station, by dint of good service and consistently good operation and management, has a "going concern" value that greatly exceeds its investment in physical apparatus.

When such legislators as Glass and McAdoo, both former secretaries of the Treasury, express themselves as opposed to any FCC interference in sales transactions, provided the purchasers meet other requisites, it seems to us that the conclusion is sound. Moreover, Chairman Prall of the FCC concurred in the view that sales contracts are no concern of the FCC except to ascertain qualifications of purchasers.

## Food-Drug Maneuvers

JUST AS it appeared that Senator Copeland's four-year legislative effort for new food and drugs legislation would be rewarded with success at this Congressional session, a parliamentary "whizzer" has been pulled in the House, with the outcome not so certain.

Yielding to the demands of most of the groups that would be affected by the projected "tightening up" of regulation of sales and advertising of foods, drugs and cosmetics, Senator Copeland, of New York, succeeded in jockeying his measure through committee in record time. He got it on the Senate calendar sufficiently early in the session to indicate that he would get through a bill.

But in the House, Chairman Lea of the Interstate Commerce Committee, tucked into a bill revising the Federal Trade Commission Act a provision that would pluck bodily from the Copeland Bill all advertising control jurisdiction. The cornerstone of the Copeland Bill is administration of its provisions by the Department of Agriculture's Food & Drug Administration. The Lea amendment proposes Federal Trade Commission jurisdiction.

This neat legislative maneuver is expected to win House support. Failure to pass legislation in past sessions has resulted mainly from the conflict over administration, with Copeland flatly opposing the Trade Commission and the House just as stubborn in its favor.

The Trade Commission, as far as we have been able to observe, has always been fair and equitable in its dealings with reputable advertisers. The Food & Drug Administration is a scientific agency, having no practical knowledge of advertising methods. Moreover, it is subservient to the Secretary of Agriculture, and the final arbiter therefore would be one man. We are not concerned with personalities and we have no doubt that the incumbent Secretary of Agriculture would be entirely fair in his decisions. But we feel that a bipartisan Commission of five men, such as the Trade Commission, with an experienced non-scientific staff, is better balanced for the purpose.

# *We Pay Our Respects To —*

MAURICE LEWIS GOODKIND JR.

"THE BEST radio philosophy is not to have any," says Maurice Lewis Goodkind Jr., radio service manager of the Chicago headquarters of Lord & Thomas. "Things move so rapidly in the broadcasting world," Lew continues, "that what is tops one day is passe the next, and the man who has carefully built up a formula for radio success soon finds it a drawback; not that the formula was faulty in the first place, but because radio has moved to someplace else in the meantime.

"It was only a few years ago that network executives thought clients were foolish to want to put daily 15-minute script shows on the air when anybody who knew anything about radio knew that the only really successful program was a full hour of music, broadcast once a week. The number of successful script acts on the air today shows how wrong that particular piece of radio philosophy was; yet at the time most advertising men agreed with the networks.

"That's the past; the future will probably upset just as completely our favorite tenets of today. The production and placement of motion picture trailers is already a part of our duties in the radio department; television is nearly here, and what effect that will have on radio production is anybody's guess. The only certainty is that the competent radio executive can never consider his job as set; he must always be watching for changes and ready to adjust his procedure to take care of them as fast as they develop."

That's advice from one who has a right to give it, for during the last few years Mr. Goodkind has signed orders for well over five million dollars (by the most conservative estimate possible) in the purchase of time and talent for Pepsodent, Horlick's, Quaker Oats, Kleenex, Frigidaire and other Lord & Thomas clients, and when you're spending that kind of money you've got to be right, or else.

But then Lew was born to be a radio man. His arrival on this globe on St. Patrick's Day (1905, if you're interested in vital statistics) marked him as one for whom trouble is a natural element. From his family Lew inherited a love of the artistic and theatrical worlds. One uncle, the late Louis Eckstein, was founder and patron saint of Ravinia Park, for many years the home of Chicago's summer opera.

Minnie Madden Fiske frequently made the Goodkind home her headquarters during her Chicago appearances and other notables of the footlights were continually coming and going, much more glamorous to young Lew than the profession of his physician father, who as chief of medical staff of the Michael Reese Hospital, from which post he has recently retired after 35 years, was equally as famous in the world of medicine.

Again, Lew has been deeply interested in advertising almost from childhood. At Phillips Exeter Academy and Williams College he found it much easier to write ads for the student publications than themes for his English courses, and in both institutions he served as business manager of the yearbooks. At Williams, from which he was graduated *cum laude*, Lew also won the right to wear the Phi Beta Kappa key, although he was much prouder of holding the school's featherweight boxing championship during part of his junior year.

After graduation Lew returned to Chicago to start his career. This again was in the family tradition, for the Goodkinds have been Chicagoans since 1849, which is nearly as long as there has been a Chicago to be residents of. Lew, of course, was all set to open an office as an advertising expert, but mature advice pointed out the value of some newspaper experience, so, under the guidance of Ralph V. Sollitt, then president of Lord & Thomas, he went to work for the *Chicago Herald & Examiner*. Here he spent a year in the merchandising research department and a second year on the paper's reportorial staff, where he gained an insight on what goes to make up "pure read-

(*Continued on page 43*)

## PERSONAL NOTES

**HALE BONDURANT**, assistant sales manager of WHO, Des Moines, since 1932, has been made sales manager of the station. Joseph O. Maland, vice president, will relinquish those duties to devote more time to general activities of the company. Mr. Bondurant is president of the Advertising Club of Des Moines, and a member of the executive council of the NAB sales managers division.

**CHARLES M. HIGGINS**, formerly on the sales promotion staff of Scripps-Howard in San Francisco and Washington, has joined the promotion staff of the Oklahoma Publishing Co., operating WKY, Oklahoma City, KLZ, Denver, and KVOR, Colorado Springs.

**BRUCE RICHARDS**, formerly on the announcing staff of KGMB, Honolulu, has taken over the managership of the newly-constructed Beaver Dam studios of WIBU, Poynette, Wis., which opens March 1. I. K. Mayr, Beaver Dam businessman, is constructing the studios. Alfred Zemlo has been appointed chief technician.

**BERNE WILKINS**, formerly of WEVD, New York, has been appointed assistant vice-president in charge of sales of WNEW, New York.

**LAMBDIN KAY**, manager of WSB, Atlanta, was guest speaker on "Radio and Public Opinion" before the Emory University Institute of Citizenship in February.

**HARRISON HOLLIWAY**, general manager of KFI-KECA, Los Angeles, and Carl Haverlin, sales manager of the stations, have returned to their desks after attacks of influenza.

**GEORGE (Tex) RICKARD** who directed production as well as commercial activities of KMTR, Hollywood, has been made general manager of the station. Abe Correnson, well known in Southern California radio, has been brought in as commercial manager.

**LEONARD KRAFT**, formerly of the Crowell Publishing Co., has joined the sales staff of NBC in New York.

**GEORGE SUTHERLAND**, a director of 3AW, Melbourne, Australia, is to arrive in Hollywood early in March, enroute to London.

**"MANNY" MARGET**, who recently resigned as program director of KXBY, Kansas City, will become vice president and general manager of KVOX, new local authorized for Moorhead, Minn., which is expected to go into operation May 1.

**H. O. MOLLEY**, for the last three years in the commercial departments of WWVA, Wheeling, and WMMN, Fairmont, W. Va., and prior to that with KMOX, St. Louis, has joined WCHS, Charleston, W. Va., as a sales executive, according to John A. Kennedy, president.

**THAD H. BROWN**, of the FCC, will speak at the annual meeting of the Ohio Independent Telephone Association April 21 at Columbus, on "Telephone Regulation Under the Communications Act". He will address the college of law of Western Reserve University May 11 at Cleveland on "The Federal Communications Act."

**JACK MAURER** of the sales staff of WHK, Cleveland, on Jan. 29, married Miss Ruth Woodard.

**LEWIN S. CASSELL**, formerly of the advertising department of the *Columbia Record*, has joined the commercial staff of WIS, Columbia, S. C. He replaces H. A. Deadwyler who has joined Nachman - Rhodes Advertising Agency of Augusta, Ga.

**FRED LAWS**, radio advertising solicitor for the last 11 years, has been appointed assistant sales manager of KSTP, St. Paul.

**PAUL McCLUER**, Chicago NBC assistant sales manager, was in Hollywood the latter part of February on a general business trip.

**FELIX GREENE**, North American representative of British Broadcasting Corp., after spending several days in Hollywood, has returned to his New York office. He came to Hollywood from Vancouver, B. C., where he attended the opening of a new Canadian Broadcasting Corp. station.

**FRED DANIELLS**, a director of 2GB, Sydney, Australia, is scheduled to arrive in Hollywood early in March on a six-week business trip, that will also take him to the East.

**MRS. EDYTHE FERN MELROSE**, formerly manager of WJAY, Cleveland, now sales manager of the Pan American Broadcasting Corp., New York, is conducting a daily *Charm in Women* program over WMCA, New York.

**WILLIAM B. GELLATLEY**, sales manager of WOR, Newark, and Mrs. Gellatley, on Feb. 19 became the parents of a daughter born in Greenwich, Conn. It is their second daughter.

**FRED REED**, traffic manager of WHO, Des Moines, has been promoted to assistant to J. H. Maland, vice-president and manager.

**JOHN A. HOLMAN**, general manager, John F. McNamara, program director, and Mildred W. Carlson, director of the *Home Forum*, of WBZ-WBZA, Boston-Springfield, spoke Feb. 15 at the first radio conference of the Massachusetts State Federation of Women's Clubs at the Hotel Statler.

**GORDON B. EWING**, sales manager of NBC in New England, spoke on the value of radio as an advertising medium at the Feb. 15 meeting of the Worcester, Mass. Advertising Club.

**ALUN WILLIAMS**, former announcer of WIP, Philadelphia, has joined WMCA, New York. He was replaced on WIP by Jack Barry, formerly of WEEU, Reading, Pa. Karl Barron, WIP announcer, has resigned and will go to Hollywood for motion picture work.

**CLIFTON TUPPER** of the WOAI, San Antonio, sales staff has again won the slogan contest conducted by local civic organizations. His winning slogan was "San Antonio—Home of the Alamo — Sunshine and Gulf Breezes".

**JACK PROUSE**, formerly of the *Cleveland Press*, and R. M. Hetherington, of Marshall Field, Chicago, have joined the sales staff of WTMV, E. St. Louis, Ill.

**PETE DE LIMA** resigned Feb. 18 as manager of the Hollywood CBS Artists Bureau and has returned to New York. No successor has been appointed and from all indications CBS will discontinue that office in Hollywood.

**LEO ROSENCRANS**, director of script writing for the U. S. Office of Education in Washington, who has been working on the Federal Educational Radio Project, has resigned to join Wilding Pictures Inc., commercial motion picture producers in Detroit on Feb. 26. Shannon Allen, of the NBC continuity staff, joined the federal radio project Feb. 23.

### George H. Wilkins

**GEORGE H. WILKINS**, 61, assistant traffic manager and purchasing agent of WBBM, Chicago, died Feb. 15 at Passavant Hospital, Chicago, following a heart attack which he suffered the day before at his office in the Wrigley Bldg. studios of CBS. Mr. Wilkins first entered radio in 1933 as assistant radio director of the Century of Progress exposition where he coordinated broadcasting activities of all Chicago stations. He joined WBBM-CBS immediately after the close of the fair in October, 1934.

# BEHIND THE MICROPHONE

**J. OREN WEAVER**, a member of the news staff for nine months, succeeds John VanCronkhite as news editor of WBBM, Chicago. The news department is now operating as a division of the continuity department under the supervision of Merrill Meyers, continuity chief. Harry Martin a member of the news staff, has resigned, and Kenneth Ellington, who has been with WFBM, Indianapolis, for the last three years as special events chief and news editor, joined WBBM Feb. 22.

**BOB CARTER**, of WMCA, New York, has been appointed chief announcer, following resignation of Lee Cronican, according to Bertram Lebhar Jr., sales director. Carter joined WMCA in 1935 after three years at WIP, Philadelphia.

**L. V. BUTCHER**, actor, has been named production manager of KFBI, Abilene, Kan. Richard Campbell, formerly of KGNO, Dodge City, has joined the announcing staff as has Hershell Holland, of Inter-State Nurseries group. Loren Carlberg has moved to KANS, Wichita.

**MARY JANE BOWEN**, formerly advertising manager of Seidenbach's women's store, has joined the continuity staff of KTUL, Tulsa, to handle accounts with feminine appeal.

**LEON ROSEBROOK**, conductor and vocal supervisor, on Feb. 22 was appointed musical director of KEHE, Los Angeles, succeeding Salvatore Santaella, resigned. Rosebrook, who was for six years executive assistant to Erno Rapee, director of General Motors Concerts, has been in radio since 1924.

**AUDREY MAYS**, formerly in the radio department of Shea Adv. Agency, San Antonio, has joined KRKD, Los Angeles, as continuity writer.

## Announcer-Governor

WHEN governing a sovereign state becomes too monotonous, Harold G. Hoffman, chief executive of New Jersey, can probably land a berth as a radio sportscaster. He served his apprenticeship Feb. 19 on WAZL, Hazleton, Pa. The governor was in Hazleton to address an N. A. A. meeting, at which Vic Diehm, WAZL sports commentator acted as toastmaster. He asked the governor to go along to broadcast a high school basketball game, recalling that he had managed a professional basketball team in his younger days. Diehm gave the running story, and the governor commented on the play during timeout periods. The game was cosponsored by Spaulding Bakeries and Snyder's Dairy.

**TOM SAWYER**, announcer of WORC, Worcester, is doing production work on West Coast stations and plans to enter motion pictures.

**DAN RUSSELL**, in charge, with Charles Carvajal, of NBC's broadcasts to South America, is the father of a baby boy, Paul Edmund, born Feb. 9.

**DAN THOMAS**, former feature writer for Newspaper Enterprise Association and recently publicity director of the Walter Wanger productions, has joined the Hollywood office of Robert S. Taplinger Inc., radio publicity organization, to establish a new motion picture publicity department.

**ALAN TRENCH**, formerly of WCAE, Pittsburgh, who recently joined the sales staff of WWSW, that city, has added announcing to his WWSW duties.

**D. S. GARDINER**, latest of the NBC guides to graduate into an announcer's job, leaves his post at Radio City March 1, to become an announcer at WAIR, Winston-Salem, N. C.

**BERTRAM SYMMES**, formerly on the announcing staff of KSFO, San Francisco, has joined KFAC, Los Angeles, in a similar capacity.

**HAROLD SAFFORD**, WLS program director, returned to Chicago, Feb. 28, after spending three weeks at Phoenix, Ariz. where he helped build programs for KOY, new WLS offspring.

**CORWIN RIDDELL**, announcer of WOAI, San Antonio, is the father of a boy born recently.

**JAMES HENDRIX**, formerly program director and chief announcer of WCOA, has joined the newly-formed Atlantic Gulf Coast Airline as despatcher.

**ROBERT SEAL**, formerly of Hollywood, has joined the announcing staff of WCOL, Columbus, O.

**RUSS WINNIE** and John Olson, of the announcing staff of WTMJ, Milwaukee, have been made honorary members of the Milwaukee Junior Chamber of Commerce in recognition of the work they have done on the organization's *Executive Club* program on WTMJ.

**FREDERICK G. WINTER** has succeeded Ken Ellington as WFBM, Indianapolis, news commentator, Mr. Ellington having joined the Chicago studios of CBS.

**RAY APPLEBY** is now production manager of KEHE, Los Angeles, having by mutual agreement, switched jobs with Mayfield Kaylor, who has taken over duties of program director.

**DON BECKER**, production manager of Transamerican Broadcasting & Television Corp., Hollywood, is expected to return to his desk March 1, after a series of conferences with John L. Clark, president, with whom he discussed several new shows in the making.

**PAUL ZENS** in the music clearance department of KNX, Hollywood, has had his first popular composition accepted by a New York publisher. Title is "Design For Loving You".

**PAUL DE FUR**, formerly an announcer-producer of KXYZ, Houston, and prior to that with KTRH, has joined the announcing staff of KFAC, Los Angeles.

**MISS MARI BRATTAIN**, head of the continuity department of KOL, Seattle, for three years, has resigned to accept a position as staff writer in the Seattle office of Beaumont & Hohman Inc.

**STANLEY KOPS**, formerly of WOR, Newark, and Edward Dean, well-known in Pacific Coast radio, have joined KFWB, Hollywood, to write scripts for *Schooldays of the Air*.

**JOHN WALD**, formerly of KSTP, St. Paul, has joined KEHE, Los Angeles. He is handling news broadcasts with Charles Benson, formerly of KHJ, Los Angeles.

**RUSS DAVIS**, formerly of XERA, Villa Acuna, Mexico, has returned to KWTO-KGBX, Springfield, Mo. Thomas Reid, formerly of KFPW, Fort Smith, and recently of KWTO-KGBX, has joined KSD, St. Louis.

**BEN BEZOFF**, formerly of KLZ, Denver, has joined the news staff of WKY, Oklahoma City, and is assisting in producing a number of studio programs.

**VIC TAYLOR**, formerly director of the University of Wisconsin *College of the Air* on WHA, Madison, has joined the continuity staff of WLS, Chicago.

**JOHN DICKINSON**, announcer and staff artist of KUOA, Siloam Springs, Ark., was married recently to Miss Juanita Brown, daughter of John E. Brown, president and founder of the John Brown University, owner of KUOA.

**SALVATORE SANTAELLA**, who recently resigned as musical director of KEHE, Los Angeles, has been appointed to a similar post with KMTR, Hollywood.

**LEO SHEPHERD**, technician at KNX, Hollywood, has been promoted to transmitter supervisor.

**LUD GLUSKIN**, CBS - Pacific network musical director, Hollywood, has been presented with a badge and the appointment of honorary lieutenant of the Los Angeles police department.

**FOX CASE**, CBS Pacific Coast director of public relations, Hollywood, has been appointed a member of the All Year Club of Southern California advertising committee. He was formerly director of public relations for the organization.

**THOMAS MORRIS**, formerly on the announcing staff of KOMO - KJR, Seattle, has joined KEHE, Los Angeles, in a similar capacity, succeeding Hugh Brundage, who has gone over to KHJ, that city.

**JACK WOLEVER**, actor and playwright, has joined the announcing staff of KCMO, Kansas City.

**DON WILSON**, announcer on the *Jello Program* starring Jack Benny and winner of the 1937 radio editor's announcing award, has been screen tested by Paramount Studios, and may appear in Benny's next film.

**MARY ALCOTT**, daughter of Howard Richardson, former sales manager of the Crosley Radio Corp., has rejoined the artists staff of the Crosley stations. She was a featured singer with WLW and left last May for an extended vacation tour.

**THE FLOOD IMPROVED THE LOUISVILLE MARKET!**

Far from hurting your chances for good business in Louisville, the flood actually *created* a sales opportunity!! Everyone who can wield a paint brush, hammer, trowel or wrench will be busy and prosperous all year. Stores will be busier, bright lights brighter! . . . And to get your share of this accelerated business, you need use only *one* station—WAVE—the station that covers the Louisville market without overlapping into the Mexico City or Shanghai (China) markets! . . . Ask your Louisville distributor about this favorite N. B. C. outlet.

*National Representatives*
*FREE & PETERS, INC.*

**STATION WAVE**
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K. C.

**GEORGE H. SHACKLEY**, radio organist who was musical director of WOR, Newark, from 1926 to 1935, is returning to the air in a revival of his Sunday morning programs of music and comment, broadcast each week over WQXR, New York.

**ED SMITH**, formerly with CBS and recently assisting with the Phil Lord *Gang Busters* series, has been named continuity editor of WNEW, New York.

**CLIFF ANDERSON**, in charge of NBC program traffic in San Francisco, is the father of a baby girl, Donna Lou, born Feb. 15.

**LEON CHURCHON**, former producer of KYA, San Francisco, has returned to the station after several months leave of absence. He replaces Watson Humphrey.

**FRANK MANOB**, former KRE, Berkeley, announcer, has been added to the San Francisco staff of KROW.

**MISS JANET BAIRD** has joined the *Woman's Magazine of the Air* staff at NBC-San Francisco studios as script writer and interviewer. Fred Hegelund has been moved from the *Magazine* to the NBC production department.

**HUGH BRUNDAGE** has joined the announcing staff of KHJ, Los Angeles, switching over from KEHE, that city.

**BILL LUNDIGAN**, of WFBL, Syracuse, has signed for a year with Universal pictures.

**DOROTHY BLAKE**, of WDAY, Fargo, N. D., was moved from the business office to announce the *Mixing Spoon*, daily women's program, and is selling time as well.

**HUB WARNER**, program director of KDLR, Devils Lake, N. D., is the father of a baby boy born in January.

**SNOOPERS**—The *Sidewalk Snoopers* of WGST, Atlanta, last month completed the first year of their twice daily man-on-the-street broadcasts on Candlemas or Groundhog Day, sponsored by a local furniture company, by having the local weatherman come before the mike to kill forever the groundhog myth. Before the broadcast, the groundhog was removed from his cage to be photographed and while being pulled out grabbed the mike-wire and nearly scored a victory for the animal kingdom. His bite went through the insulation, but the wire held. Left to right: Johnny Fulton, one of the *Snoopers;* George W. Mindling, chief of the Atlanta Weather Bureau; Frank Gaither, the other *Snooper;* John Dillbeck, of the local zoo.

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**FELIX LABUNSKI**, director of serious music for Polskie Radjo, Poland's governmental network, is spending several months in the United States studying American radio.

## Lewis Goodkind Jr.

*(Continued from page 41)*

ing matter' from such experts as Duffy Cornell, Hilding Johnson, and other newspaper men whose names were more or less immortalized in the ribald newspaper farce "The Front Page".

In 1928 Lew made his only change of employer to date, leaving the Hearst organization to join Lord & Thomas. As assistant to William B. Benton (subsequently a new principal in the firm of Benton & Bowles), he was at first engaged mainly with the Palmolive account, working on the beauty shop campaign in which endorsements for Palmolive soap were secured from more than 30,000 beauticians, doing research for Super Suds, and publicizing the Lindbergh beacon which was installed atop the Palmolive Bldg., a task at which his newspaper training came in handy.

Then, in 1931, Henry Selinger resigned his managership of WGN to become Lord & Thomas's first radio director, with Lew as his assistant in Chicago. From him young Goodkind learned the fundamentals of commercial broadcasting, "and if I ever know half as much about radio as he does I'll consider myself an expert", says Lew. When Selinger was succeeded as radio chief by Aleshire and Aleshire by Isaac, Lew continued in charge of publicity and station relations, but actually he was taking over more and more of the business end of broadcasting, and in January, 1936, he and Basil Loughrane' were named as coheads of radio, Loughrane in charge of program production and Lew handling the contracts for time and talent.

While radio leaves him little time for indulging in his favorite pastimes of fishing and hunting, Lew usually manages to get in at least one trip to the North woods each year, and devotes much of his spare time to training his pet cocker spaniel, "Dawn's Raven". Last year Lew supervised the construction of a new home in Northbrook, Chicago suburb which is fast becoming a radio center, Lew's nearest neighbors being Henry Klein, radio chief at BBDO, and Carl Wester of NBC. In 1932 he married Ruth Glenn, whom network audiences will remember as one of the Glenn Sisters, and the Goodkind family now includes three-year-old Anne and baby John Kenneth.

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## Announcer Recovering

**CHARLES STOOKEY**, announcer of KWK, St. Louis, who suffered compound fractures of the right arm and right leg in an automobile collision Jan. 29 near Hayti, Mo., while going on a shortwave assignment in the flood area with a KWK crew, is recovering in St. John's Hospital, St. Louis, but will not be released from the hospital before March 15. Stookey was the most seriously injured of the party of three, which included Chief Engineer James Burke and Announcer Tom Dailey, who are back on the job. Their car and all the shortwave equipment were demolished when another car collided with it.

AN EARLY
AMERICAN BROADCAST..

The best proof of the efficiency of Paul Revere's early American broadcast was the quick and satisfactory results he obtained. KWK, in its modern manner, is also producing quick and satisfactory results despite the intense competition encountered in a large metropolitan area such as St. Louis and surrounding territory. Whatever your requirements you may be sure that the returns on your investment will be greater than you anticipated.

THOMAS PATRICK INC.
HOTEL CHASE ST. LOUIS
REPRESENTATIVE PAUL H. RAYMER CO.
NEW YORK CHICAGO SAN FRANCISCO
KWK

# Announcer Adopts Radio Methods to Boost His Store

### John Weigel, WBBM, Cashes In on His Air Following

ONE ANNOUNCER who really sells the merchandise he talks about on the air is John Weigel, announcer at WBBM-CBS in Chicago by day and owner and proprietor of the Ole Miss food store at 3559 Broadway on the city's North Side evenings and holidays. When Johnny took over the store last November, it was run down and dilapidated and its stock of dairy products was not attracting much patronage, but a lot of paint, some new shelves, and a stock of Monarch and Broadcast products (both of which Johnny plugs on WBBM) have turned it into a profitable venture.

JOHN WEIGEL

Interested in foods since his boyhood, when he packaged and bottled the honey from his own bees and sold it to the grocers of Mansfield, O., John did some research in food preservation during his college days at Ohio State U., where he majored in marketing, and supported himself by announcing at the university station, having previously worked for WJW in Mansfield. After graduation, John came to Chicago and WBBM, where he fosters his dual interests by announcing as many food shows as he can get assigned to and by using his store as a sort of laboratory to test the effects of radio advertising on the purchases of the housewives he serves.

Although his distribution area is not large enough to permit him to use broadcast advertising himself, Eddy and Fanny Cavanaugh whose *Radio Gossip Club* broadcasts for Broadcast brand meat products Weigel announces, have given him several informal plugs that have brought him business from all parts of the city, and customers frequently ask for the WBBM announcer. When a prize offer made on the Cavanaugh's *Broadcast Rhymsters* program required entrants to send in labels from the sponsor's chili con carni, which was just getting distribution, the team mentioned that it could be procured at John's store and he made more than 60 sales that day as a result of that mention, one woman writing from Milwaukee and enclosing money for her order.

In return John feels that his experience in selling across the counter is giving him an understanding of the psychology of the buying public that enables him to speak more effectively for his sponsors.

# Partner Asks Damages For MacQuarrie Program

SUIT for $500,000 damages, charging wrongful termination of a radio partnership, was instituted in Superior Court, Los Angeles, Feb. 15 by George D. Lyon against Frank Haven MacQuarrie, who conducts the Sunday night *Do You Want to Be An Actor?* program under sponsorship of Standard Brands Inc. (Chase & Sanborn). According to action filed by attorney W. I. Gilbert, Lyon and MacQuarrie formed a partnership in August, 1936, to develop a radio program. MacQuarrie later contracted to present the series on the air, but did not associate Lyon in the venture, the suit recited. Lyon further charged that MacQuarrie has subsequently arranged to present the program on other stations, receiving as high as $5,000 weekly, and has retained all the profits. MacQuarrie originally started the series some months ago as a sustaining feature on KFWB, Hollywood, from which it continues to be released locally Wednesday nights, in addition to being sponsored on NBC.

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THE call letters KPFA have been assigned by the FCC to the new 100-watt station on 1210 kc in Helena, Mont., which it authorized the People's Forum of the Air to construct [BROADCASTING, Feb. 15].

# THEME SONG BAN

### WTAM Holds Signatures Are Now Out-of-Date

ALL ARTISTS and dance orchestras on WTAM, Cleveland, have been asked by Vernon H. Pribble, manager of the NBC Cleveland division, to broadcast without using theme music. Principal reason for Mr. Pribble's action is his belief that the theme song is outdated and monotonous to the listener. Bands and artists should be recognized by listeners because of their distinctive styles, he says, and should not need the repetition of a theme to establish and maintain a large audience.

Constant repetition of a theme destroys the effectiveness of the broadcast, he believes. The ban on theme songs at WTAM has created considerable interest among other station managers. The ruling applies only to non-commercial programs at WTAM, but includes broadcasts made to the NBC networks from the Cleveland station. Whether theme music is continued on sponsored broadcasts remains at the discretion of the clients.

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WSNJ are the call letters assigned by the FCC for the new 100-watt daytime station on 1210 kc. in Bridgeton, N. J., which it recently authorized Howard S. Frazier, Philadelphia consulting engineer, to construct.

# LABELS FROM HEAVEN

### Free Time a Curse to Independents Who Permit Chiselers, Says KWTO Salesman

By J. GORDON WARDELL
Salesman, KWTO, Springfield, Mo.

JUST how long are independent stations going to continue letting small-time national accounts lead them around by the nose? Most station managers are familiar with this statement: "You must get me so many inquiries or lose our business." Needless to say, radio is an established medium and no account has the right to expect more inquiries from radio than they would from newspapers or billboards for dollars spent.

As I see it, the one big thing these accounts are after is extra *free* plugs, and as long as we continue to grant them this free pubcity they will continue to ask for it.

The recent specific example I would like to use as an illustration deals with a national account who asked the local distributor to pay half the cost of a campaign over a Midwest station. The local man thought well of the idea and the campaign started.

### Ninety New Outlets

IT WAS highly successful from the distributor's standpoint as he was able to place the product with 90 dealers within 40 days after the program went on the air. Since no other medium was used there was no doubt in his mind as to the merits of radio advertising. But three weeks before the campaign was to culminate the national end of the campaign decided it must draw so much mail or the station was ineffective (at least that was their expression). To draw the required mail it was necessary to give the account three *free* plugs daily, which in value was equivalent to more than the account was paying for station time.

The sooner radio management lets these accounts know they are in the advertising business and not the insurance business, the sooner these unfair demands will cease. It is obvious that any business could succeed if it could get the guarantee from radio stations that they interest a sufficient number of people, so that they will pour in any specified number of bottle tops, labels, dimes, quarters, or what have you. You cannot buy business success insurance from any insurance company in the world. Is it not a little unreasonable to expect radio stations to write this insurance clause in their regular advertising contracts?

Possibly the worst feature of these accounts is that they have no respect for the listener, if they buy a 100-word spot they sent continuity that includes 300 words. On 15-minute programs they usually expect five commercial breaks, which is out of line for any radio station.

These are pertinent facts that every independent station manager should give some serious thought. Radio stations are here to stay so why should they continue to put up with this class of business?

Every station has its estimated potential audience; from that rates should be based. If these accounts are not satisfied with putting their products before this estimated audience at card rate, then let them contact the advertising managers of newspapers and billboards. Lord knows they will be quoted one rate and given no free space regardless of the results obtained. These mediums are to be congratulated, as that is the way it should be.

# OBJECTIONS FILED TO BILLS IN TEXAS

THREE BILLS pending in the Texas State Legislature have aroused the opposition of the Texas Broadcasters Association as contrary to the best interests of broadcasters, according to a notice to stations sent out by James R. Curtis, president of KFRU, Longview, and secretary-treasurer of the Association. Among the bills is one which provides that all technicians employed in stations must be members of the "Master Union Electricians". Mr. Curtis explained that operators employed in stations must be licensed by the FCC and that therefore the Texas laws could not cover such jurisdiction.

A second bill would make it unlawful for a dentist to operate in Texas under any name except his own and further provides that dentists may not advertise directly or indirectly in newspapers, by radio or in any other medium. Mr. Curtis said this bill would be unfair to radio and brought out also that stations are responsible for advertising not to the state but to the FCC or the Federal Trade Commission.

The third bill proposes a 5% tax on all beer sold in Texas but not manufactured within the State. Passage of this bill, he said, would prevent Texas radio stations from procuring advertising from out of State brewers and also might hinder business in general if other states pass retaliatory bills relating to Texas products.

Mr. Curtis informed his members that Texas was doing everything it can to obtain the next NAB Convention, likely to be held in June, for San Antonio.

A bill prohibiting liquor advertisements by radio, on billboards and in newspapers has been reported favorably 11 to 5 by the Texas house committee on liquor traffic. It awaits action by the House as a whole and, if passed by that body, must be approved by the Senate and the Governor.

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## Essence of Life Spots

ASSOCIATED DISTRIBUTORS Inc., Chicago (Essence of Life Face Cream) started two daily one-minute spot announcements on WGAR and WHK, Cleveland, Feb. 1 and over WCAE, Pittsburgh, Feb. 15. A 15-minute live talent show featuring a singer and a two-piano team over WBBM, Chicago three times weekly is tentatively scheduled to begin March 1. Associated Distributors Inc. is affiliated with the De Wan Laboratories, Chicago, manufacturers of Tatoo lipstick. Agency for Essence of Life Face Cream is H. W. Kastor & Sons Adv. Co. Inc., Chicago.

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## Continental Shifts

CONTINENTAL BAKING Corp., New York (Wonder Bread and Hostess Cake) on March 8 will start *Pretty Kitty Kelly* on the same CBS network now carrying this sponsor's *Renfrew of the Mounted* programs which the new series replaces, Mon. through Fri., 6:45 to 7 p. m. New series is written by Frank Dahm, who authored the *Little Orphan Annie* scripts for five years and who has written many other successful radio serials. Benton & Bowles Inc., New York, is the agency.

# *Tentative Plan for Federal Regrouping Is Drafted by Joint Congress Committee*

TENTATIVE legislation which would result in the transfer of all the functions of the FCC to the Department of Commerce, in line with President Roosevelt's proposal for government reorganization, has been drafted by the Joint Committee established in Congress for that purpose, it was learned authoritatively Feb. 23.

The bill, resulting from executive sessions of the committee, made up of nine Senate and seven House members, would clothe the President with broad powers whereby under executive order he could affect the transfers and consolidations of the more than 100 governmental agencies in such a way as to bring them all under the executive branch of the government. The bulk of these agencies now report direct to Congress rather than to the President.

While details of the plan were not made known, it was learned in usually reliable quarters that the measure proposes that the FCC, along with such agencies as the Interstate Commerce Commission and the Federal Trade Commission, be absorbed by the Department of Commerce. All administrative functions and personnel, other than the officials appointed by the President, would be taken over, with the Secretary of Commerce sitting as the supreme licensing authority.

### Status Not Clear

The bill does not go into details on these phases of absorption, it was learned, except insofar as the taking over of Civil Service personnel is concerned. The broad provision authorizing the President, by executive order, to work out phases of regulation other than the actual administrative work, it was said, does not make it clear whether the FCC as such would continue as a judicial or quasi-judicial appellate board.

The report of the Committee on Administrative Management appointed last May by the President recommended in effect the absorption of the FCC along with ICC and FTC by the Commerce Department. But it also suggested that the independent commissions be separated into two sections, the administrative section which would be the licensing authority in the case of communications and which would hold preliminary hearings, and the judicial section which would be entirely independent of the executive department except for budgetary and other "housekeeping" details. Such a quasi-judicial unit would review actions of the administrative unit on the facts as well as the law and would make up the same executive personnel comprising the commissions and boards themselves.

It is too early, of course, to say whether the bill will be offered to Congress in its present form by the Joint Committee. As described by BROADCASTING'S informant, it would go even beyond the recommendations of the Committee on Administrative Management in that the President would be delegated the authority to decide whether or not the quasi-judicial units should be maintained.

There has been considerable criticism of the plan as it affects the more important of the independent agencies, notably the ICC, FCC, FTC and Securities & Exchange Commission. Each is responsible to Congress at this time but each would become an arm of the executive rather than the legislative branch of the government under the proposed legislation.

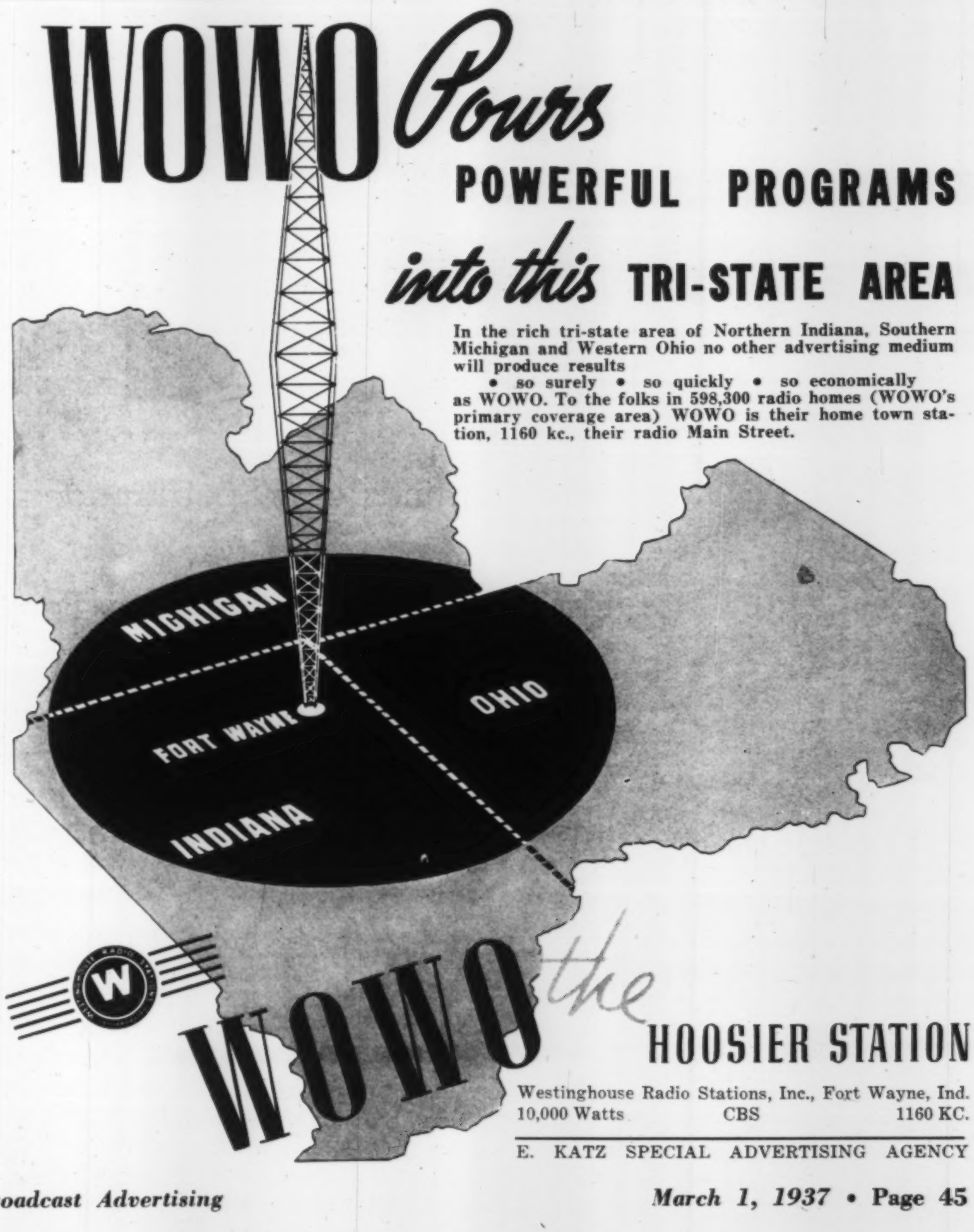
Moreover, it is reported that the Byrd government reorganization committee of the Senate, functioning for the last year on a plan for elimination of unnecessary and overlapping agencies, is at loggerheads both with the report of the Committee on Administrative Management and with the findings of the Joint Committee. It is expected to offer a separate program for government reorganization.

## Another Court

A NEW KIND of domestic science program is *The Court of Kitchen Relations*, sponsored by the Peoples Gas Light & Coke Co., Chicago public utility, on WMAQ, Chicago, Thursdays, 1:45-2 p. m. (CST). Chicago housewives present their cooking problems to "Judge" Martha Holmes, home service director of the gas company, who hears the evidence and presents her decision on the case. During the first broadcast of the series Judge Holmes disposed of four cases: The lopsided cake, the spoiled boiled dinner, the lump-like refrigerator rolls and the unpalatable pumpkin pie.

## Radio Technique Course

A COURSE in radio broadcasting technique under direction of Dr. Clarence Morgan, director of college radio programs, is to be offered by Indiana State Teachers College, Terre Haute, with the opening of the spring term in March. WBOW, Terre Haute, will provide the outlet for the programs. The school will equip a two-room radio broadcasting unit in Administration hall, one room to serve as the studio for presentation of plays, musicales, lectures and other programs, and the second, constructed with an inclining floor, to provide space for spectators watching the broadcasting through a glass-panel wall. The latter room students will use for class work. The course in radio will form a part of the curriculum of the new major study, speech, which the college is adding to the present list of fields in which students may obtain teaching licenses.


WOWO *Pours* POWERFUL PROGRAMS *into this* TRI-STATE AREA

In the rich tri-state area of Northern Indiana, Southern Michigan and Western Ohio no other advertising medium will produce results
• so surely • so quickly • so economically
as WOWO. To the folks in 598,300 radio homes (WOWO's primary coverage area) WOWO is their home town station, 1160 kc., their radio Main Street.

WOWO *the* HOOSIER STATION

Westinghouse Radio Stations, Inc., Fort Wayne, Ind.
10,000 Watts CBS 1160 KC.

E. KATZ SPECIAL ADVERTISING AGENCY

XUM

# LITTLE BOY BI
# COME BLO Y

*. . . . And blow it loud a clea*

or small, finds that Spot Broadcasting is one of today qui

blowing his advertising horn. For consumers and deal s al

who are the most experienced and successful users of Spot B

listed here to be the leaders in their markets. ● These tatio

with you—to help you blow your horn about you pro

# OY BLUE,

# O YOUR HORN

*d a clear and long* ● The advertiser, large

oday quickest and most successful ways of

deal s alike listen — respond. ● Advertisers

of S t Broadcasting have found the stations

hese ations are able and ready to cooperate

you product—loud and clear and long.

| | | |
|---|---|---|
| WSB | Atlanta | NBC |
| WFBR | Baltimore | NBC |
| WAAB<br>WNAC | Boston<br>Boston | MBS<br>NBC |
| WICC<br>WICC | Bridgeport<br>New Haven | NBC<br>NBC |
| WEBR | Buffalo | NBC |
| WBEN | Buffalo | NBC |
| WGAR | Cleveland | NBC |
| WFAA | Dallas | NBC |
| WBAP | Fort Worth | NBC |
| KVOD | Denver | NBC |
| WJR | Detroit | CBS |
| KPRC | Houston | NBC |
| WFBM | Indianapolis | CBS |
| WDAF | Kansas City | NBC |
| KARK | Little Rock | NBC |
| KFI<br>KECA | Los Angeles<br>Los Angeles | NBC<br>NBC |
| WHAS | Louisville | CBS |
| WLLH | Lowell | YN |
| WTMJ | Milwaukee | NBC |
| WSM | Nashville | NBC |
| WSMB | New Orleans | NBC |
| WTAR | Norfolk | NBC |
| WFIL | Philadelphia | NBC |
| KGW<br>KEX | Portland, Ore.<br>Portland, Ore. | NBC<br>NBC |
| WEAN | Providence | NBC |
| KSL | Salt Lake City | CBS |
| WOAI | San Antonio | NBC |
| KOMO<br>KJR | Seattle<br>Seattle | NBC<br>NBC |
| KHQ<br>KGA | Spokane<br>Spokane | NBC<br>NBC |
| WMAS | Springfield | CBS |
| KVOO | Tulsa | NBC |
| KFH | Wichita | CBS |

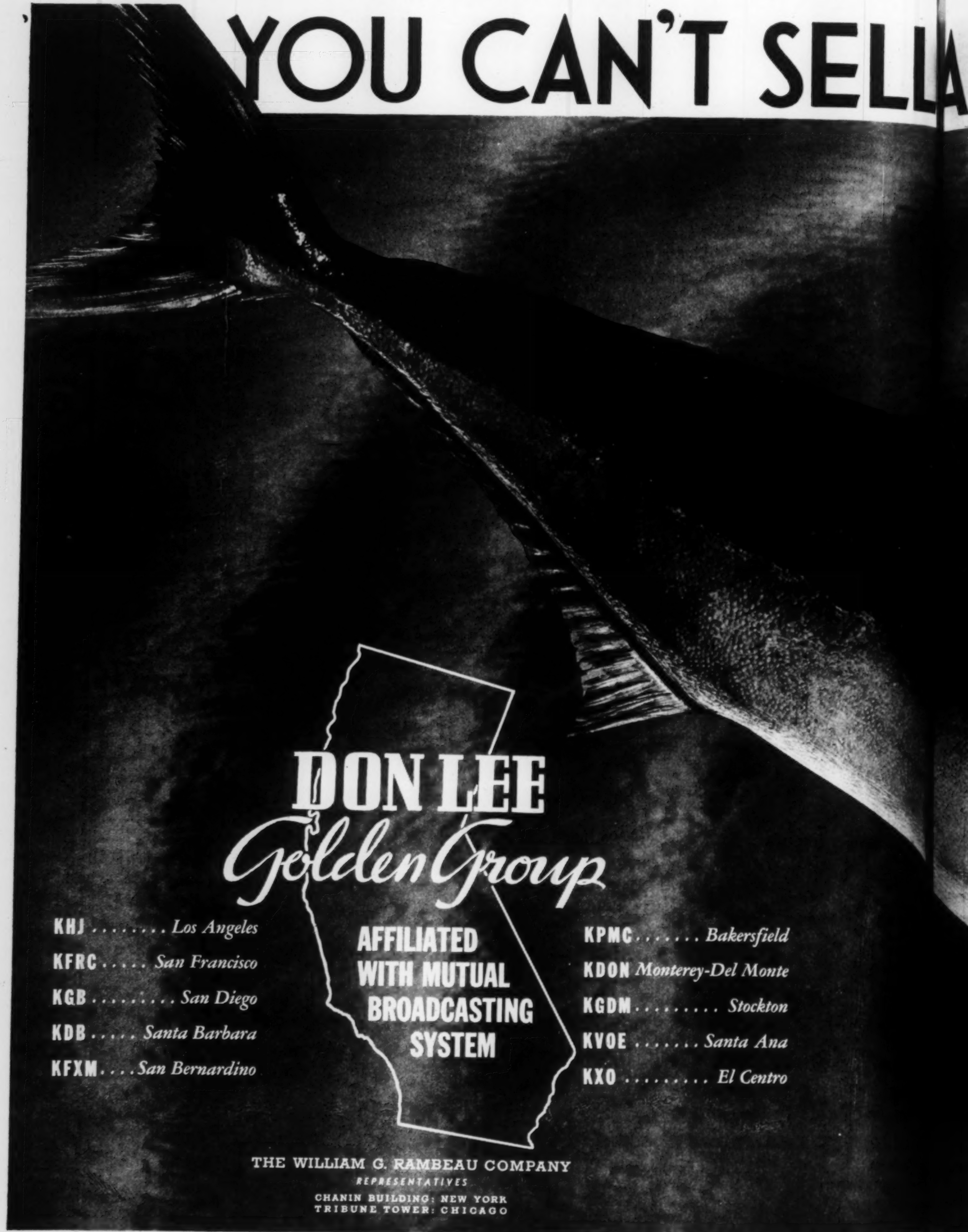
Also
THE YANKEE NETWORK
THE COLONIAL NETWORK
TEXAS QUALITY NETWORK

***Represented throughout the United States by***

**EDWARD PETRY & CO.**
**INCORPORATED**

NEW YORK • DETROIT
CHICAGO • SAN FRANCISCO

# YOU CAN'T SELL A



# DON LEE
## *Golden Group*

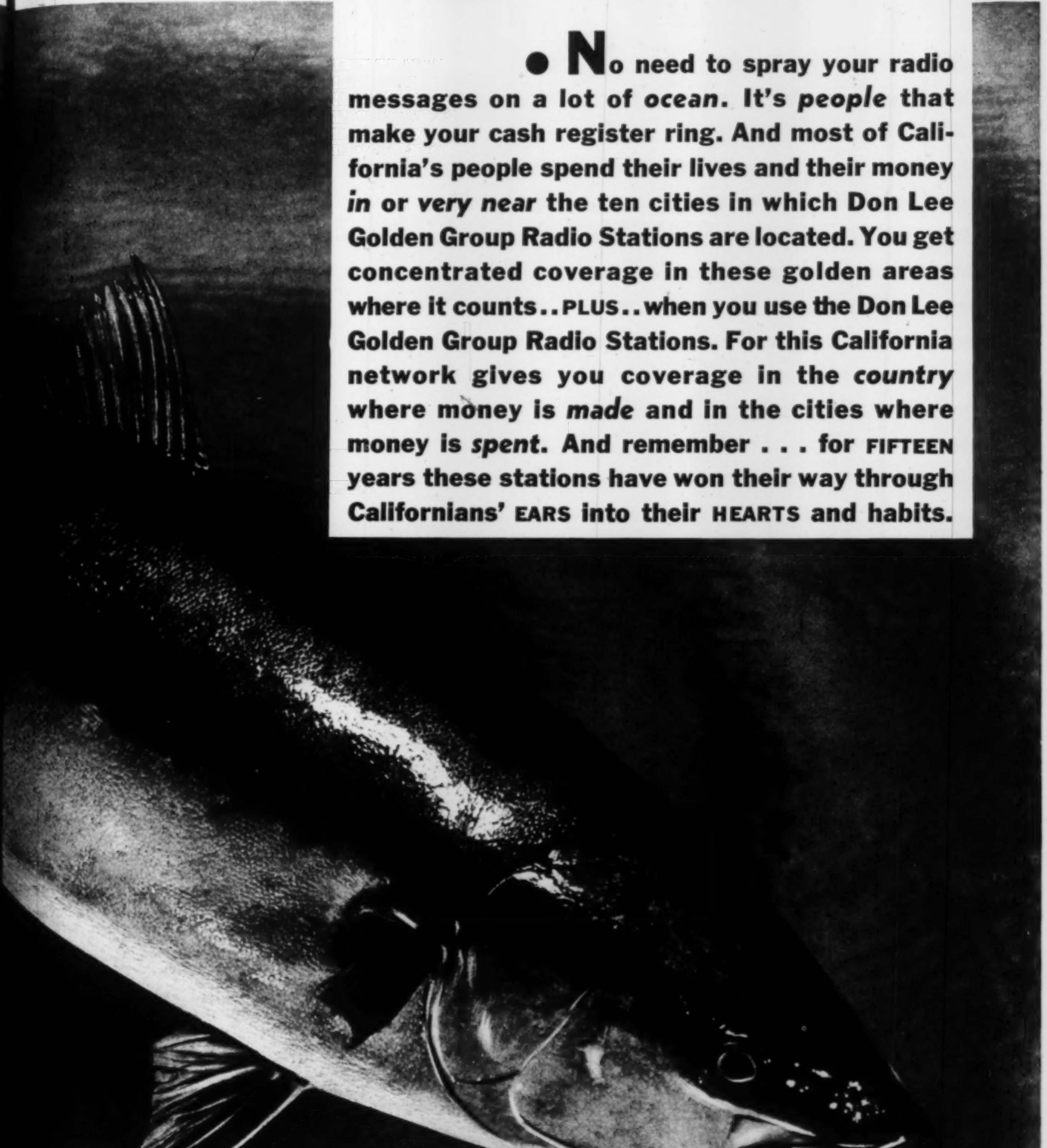
| | |
|---|---|
| **KHJ** | *Los Angeles* |
| **KFRC** | *San Francisco* |
| **KGB** | *San Diego* |
| **KDB** | *Santa Barbara* |
| **KFXM** | *San Bernardino* |

**AFFILIATED WITH MUTUAL BROADCASTING SYSTEM**

| | |
|---|---|
| **KPMC** | *Bakersfield* |
| **KDON** | *Monterey-Del Monte* |
| **KGDM** | *Stockton* |
| **KVOE** | *Santa Ana* |
| **KXO** | *El Centro* |

THE WILLIAM G. RAMBEAU COMPANY
*REPRESENTATIVES*
CHANIN BUILDING: NEW YORK
TRIBUNE TOWER: CHICAGO

# LL ANYTHING TO A FISH



● **No need to spray your radio messages on a lot of *ocean*. It's *people* that make your cash register ring. And most of California's people spend their lives and their money *in* or *very near* the ten cities in which Don Lee Golden Group Radio Stations are located. You get concentrated coverage in these golden areas where it counts..PLUS..when you use the Don Lee Golden Group Radio Stations. For this California network gives you coverage in the *country* where money is *made* and in the cities where money is *spent*. And remember . . . for FIFTEEN years these stations have won their way through Californians' EARS into their HEARTS and habits.**

XUM

# The Business of Broadcasting

**Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations**

## STATION ACCOUNTS

*sp—studio programs*
*t—transcriptions*
*sa—spot announcements*
*ta—transcription announcements*

### WHK-WJAY, Cleveland

Capital City Products Co., Columbus (mayonaise), 4 weekly *sa*, thru J. Horace Lytle Co., Dayton.

Associated Distributors Inc., Chicago (Essence of Life cream), 10 weekly *sa*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

Diesel Power United Engineering School, Cleveland, 3 weekly *sa*, direct.

Glass Container Assn. of America, Toledo, 6 weekly *sa*, thru U. S. Adv. Corp., Toledo.

Fitzpatrick Bros., Chicago (Kitchen Klenzer), 6 weekly *sp*, thru Neisser-Meyerhoff Co., Chicago.

Lever Bros. Co., Cambridge (Rinso, Spry) 300 *sa*, 26 *sa*, thru Ruthrauff & Ryan Inc., N. Y.

Beneficial Management Corp., Newark (loans), weekly *sa*, thru Albert Frank-Guenther Law., N. Y.

Wm. A. Sheaffer Pen Co., Madison, Wis., 5 weekly *sa*, thru Baggaley, Horton & Hoyt Inc., Chicago.

Chrysler Corp., New York (autos), 52 *sa*, thru Ruthrauff & Ryan Inc., N. Y.

### WOR, Newark

Borden's Ice Cream Co., New York, weekly *sp*, 4 *sa*, thru Pedlar & Ryan Inc., N. Y.

Levitt & Sons, Manhasset, N. Y. (Long Island real estate), weekly *sp*, thru Frank B. Johnston, N. Y.

S. C. Johnson & Son Inc., Racine (Johnson's wax), weekly *sp*, thru Needham, Louis & Brorby Inc., Chicago.

Joseph Martinson Inc., New York (coffee), weekly *sp*, thru Albert Frank-Guenther Law Inc., N. Y.

Sherwin-Williams Co., Newark (paint), 3 weekly *sp*, thru T. J. Maloney Inc., N. Y.

Northrup King & Co., Minneapolis (seeds), 3 weekly *sp*, 3 weekly *t*, thru Olmsted-Hewitt Inc., Minneapolis.

Hoffman Beverage Co., Newark (beer), 7 weekly *sp*, thru BBDO, N. Y.

### KFBK, Sacramento, Cal.

Nestles Milk Products Inc., San Francisco (Alpine coffee), 55 *sa*, thru Leon Livingston Adv. Agency, San Francisco.

Walker Remedy Co., Waterloo, Ia. (poultry remedy), 26 *t*, thru Weston Barnett Inc., Waterloo.

Chrysler Corp., Detroit (Dodge autos), *t*, thru Ruthrauff & Ryan Inc., N. Y.

Gilmore Oil Co., Los Angeles (Red Lion gasoline), *sa*, thru Botsford, Constantine & Gardner Inc., Los Angeles.

### WBT, Charlotte, N. C.

Welch Grape Juice Co., Westfield, N. Y., 5 weekly *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

American Products Co., Cincinnati (Albert Mills groceries), 6 weekly *sp*, thru Matteson-Fogarty-Jordan Co., Chicago.

### WDAY, Fargo, N. D.

Manchester Biscuit Co., Fargo (Waldorf Crackers, etc.), 5 weekly *sp*, thru Neiseer-Meyerhoff Inc., Chicago.

### WIP, Philadelphia

Gem Products Sales Co., Camden, N. J. (soap), 6 weekly *sp*, thru Robert Clutch Co. Inc., Philadelphia.

Hackney's Inc., Atlantic City (restaurant), 4 weekly *sa*, direct.

Heinrick Franck & Sons, Flushing, Long Island (coffee tablets), 4 weekly *sa*, direct.

Northwestern Yeast Co., Chicago (Yeast Foam), 3 weekly *t*, thru Hays MacFarland & Co., Chicago.

American Writing Machine Co., New York (typewriters), 6 weekly *sa*, thru J. M. Korn & Co., Philadelphia.

Philco Radio & Television Corp., Philadelphia, 5 *sp*, direct.

Nature Friend Inc., New York (Magic bird seed), weekly *sp*, thru Frank Presbrey Co., N. Y.

Columbia Pictures Inc., New York ("The Good Earth"), 5 weekly *sa*, thru Biow Co. Inc., N. Y.

### WLS, Chicago

Illinois Bottled Gas Co., Chicago (Dri-Gas), 3 weekly *sa*, thru Wade Adv. Agency, Chicago.

Household Magazine, Topeka, Kan., 3 weekly *sp*, thru Presba Fellers & Presba Inc., Chicago.

Campbell Cereal Co., Northfield, Minn. (Maltomeal), weekly *sp*, thru Mitchell-Faust Adv. Co., Chicago.

### KWTO, Springfield, Mo.

American Products Co., Cincinnati (food), 6 weekly *sp*, thru Matteson-Fogarty-Jordan Co., Chicago.

Pet Milk Sales Co., St. Louis (evaporated milk), 2 weekly *sp*, thru Gardner Adv. Co., St. Louis.

### KFRC, San Francisco

Chicago Engineering Works Inc. (air conditioning), 6 weekly *sa*, thru Strang & Prosser Adv. Agency, Seattle.

### KGB, San Diego

Nourishine Sales Co., Los Angeles (hair tonic), weekly *sp*, thru Janes-Morton Co., Los Angeles.

### KNX, Hollywood

E. P. Reed & Co., Rochester (shoes), weekly *t*, thru Geyer, Cornell & Newell Inc., N. Y.

Strasska Laboratories Inc., Los Angeles, (toothpaste), 5 weekly *t*, thru Glasser Adv. Agency, Los Angeles.

Larus & Bro. Co., Richmond (Edgeworth tobacco), weekly *t*, thru Marschalk & Pratt Inc., N. Y.

American Tobacco Co., New York (Roi-Tan cigars) weekly *sp*, thru Lawrence C. Gumbinner Adv. Agency, N. Y.

Strasska Laboratories Inc., Los Angeles (toothpaste), 3 weekly *sp*, thru Glasser Adv. Agency, Los Angeles.

### KFKA, Greeley, Col.

Gooch Milling & Elevator Co., Lincoln, Neb. (flour), 26 *t*, thru Potts-Turnbull Adv. Co., Kansas City.

Colgate-Palmolive-Peet Co., Jersey City (Crystal White soap), 2 daily *sa*, thru Benton & Bowles Inc., N.Y.

Ford Motor Co., Detroit, staggered *sa*, thru McCann-Erickson Inc., N. Y.

General Motors Co., Detroit (Chevrolet), 84 *sa*, thru Campbell-Ewald Co. Inc., Detroit.

Boise Payette Lumber Co., Boise, Id. (Mirrolac enamel), 12 weekly *sa*, thru Cline Adv. Service, Boise.

### WGY, Schenectady

Atlantis Sales Corp., Rochester (Coleman's mustard), 3 weekly *sp*, thru J. Walter Thompson Co., N. Y.

S. W. Asche, Albany (Berkshire resort), 1 *sp*, direct.

Albany Packing Co., Albany (meat), daily *sp*, direct.

Drackett Co., Cincinnati (Drano), weekly *t*, thru Ralph H. Jones Co., Cincinnati.

### KFAC, Los Angeles

Remington-Rand Inc., Buffalo (typewriters), 3 weekly *sp*, thru Leeford Adv. Agency Inc., N. Y.

W. & J. Sloane, Beverly Hills, Cal. (household furnishings), 5 weekly *sp*, placed direct.

Cleveland Plain Dealer

*"I sent them a letter, mama, and they're going to announce your name and age on the birthday program today."*

### KFI, Los Angeles

M. J. Breitenbach Co., New York, (Gude's Pepto-Mangan), 3 weekly *ta*, thru Brooke, Smith & French Inc., N. Y.

Bulova Watch Co., New York, 14 weekly *sa*, thru Biow Co. Inc., N.Y.

Crowell Pub. Co., New York (Woman's Home Companion), weekly *sp*, thru Geyer, Cornell & Newell Inc., N. Y.

Drug Trade Products Inc., Chicago (proprietary), 6 weekly *sp*, thru Benson & Dall Inc., Chicago.

Libby, McNeill & Libby, Chicago (evaporated milk) 2 weekly *sa*, thru J. Walter Thompson Co., Chicago.

A. H. Lewis Medicine Co., St. Louis (Tums), 9 weekly *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

Nestle's Milk Products Inc., San Francisco (Alpine Coffee), 6 weekly *sa*, thru Leon Livingston Adv. Agency, San Francisco.

Pioneer Canneries Inc., Seattle, (minced sea clams), 3 weekly *ta*, thru Beaumont & Hohman Inc., Seattle.

A. H. Lewis Medicine Co., St. Louis (Tums), weekly *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

Procter & Gamble Co., Cincinnati (Dash), 15 weekly *sa*, thru Pedlar & Ryan Inc., N. Y.

Procter & Gamble Co., Cincinnati (Dash), 4 weekly *sp*, thru Pedlar & Ryan Inc., N. Y.

Safeway Stores Inc., Oakland, Cal. (chain grocery stores), 13 *sa*, thru J. Walter Thompson Co., San Francisco.

Pacific Press Pub. Co., Mountain View, Cal. (health magazine), weekly *sp*, direct.

### KGO, San Francisco

Growers Fertilizer Co., San Francisco (Grozit), 6 weekly *sa*, thru Gerth-Knollin Adv. Agency, San Francisco.

Milon's Inc., Oakland, Cal. (jewelry), weekly *sa*, thru Theodore H. Segall Adv. Agency, San Francisco.

Hudson Motor Car Co., Detroit (automobiles), 14 weekly *sa*, thru Brooke, Smith & French Inc., Detroit.

Safeway Stores Inc., San Francisco (bread), 7 weekly *sa*, thru Sidney Garfinkel Adv. Agency, San Francisco.

Nehi Corp., Columbus, Ga. (beverages), weekly *t*, thru James A. Greene & Co., Atlanta.

Gilmore Oil Co., Los Angeles (gasoline), 5 weekly *sa*, thru Botsford, Constantine & Gardner, Los Angeles.

Drackett Co., Cincinnati (Drano cleanser), 2 weekly *t*, thru Ralph H. Jones Adv. Agency, Cincinnati.

### KFWB, Hollywood

Union Pacific Railroad Co., Omaha (transportation), 5 weekly *sa*, thru Caples Co., Chicago.

Hammond Lumber Co., Los Angeles (lumber), 3 weekly *sp*, thru Lockwood-Shackelford Co., Los Angeles.

Vernon Nussbaum Co., Los Angeles (Venus Brand dried fruit), 3 weekly *sp*, thru Lockwood-Shackelford Co., Los Angeles.

### WMFJ, Daytona Beach, Fla.

E. J. Brach Candy Co., Chicago (Zola-Nut candy bar), 5 daily *sa*, thru Needham, Louis & Brorby Inc., Chicago.

Kellogg Co., Battle Creek (food), baseball series, thru N. W. Ayer & Son Inc., N. Y.

### KFRC, San Francisco

Chicago Engineering Works, Chicago (television apparatus), weekly *sa*, thru Strang & Prosser Adv. Agency, Seattle, Wash.

### KFEL, Denver

American Pop Corn Co., Des Moines (Jolly Time pop corn), weekly *sp*, thru Coolidge Adv. Co., Des Moines.

## RADIO ADVERTISERS

COLONIAL POULTRY FARMS, Pleasant Hills, Mo., operating the world's largest chick hatcheries, has been contacting broadcasting stations regarding the purchase of time on a 25-cents-per-inquiry basis, but in most instances the stations have replied they will sell time only at card rates. It reports it is using 10 stations in Missouri, Kansas, Texas and Iowa and out of these only two have failed to get enough inquiries to pay out at regular card rates. A theme-song recording to go with continuity is furnished by E. C. Booth, general manager, together with a chick book as premium.

BORDEN Co. procedure in the handling of advertising is analyzed by the Association of National Advertisers in the second of a series of studies titled "Organization and Operation of the Advertising Department".

CHAR-TEX Inc., Minneapolis (antiseptic) has designated Campbell-Mithun Inc., Minneapolis to service its account.

A. S. BECK SHOE Co., New York (chain store) is advertising through Pettingell & Fenton Inc., N. Y.

McLAUGHLIN, GORMLEY KING Co., Minneapolis (insecticide) has named BBDO, Minneapolis, as agency.

O'BRIEN VARNISH Co. South Bend, Ind., has appointed Behel & Waldie, Adv., Chicago, to handle advertising.

CHILI BOWLS', Los Angeles, Southern California chain restaurant, for the first time is using radio, having started Feb. 16 for 13 weeks a twice-weekly quarter hour *Sports Page of the Air* with Sam Balter, commentator, on KEHE. Allied Advertising Agencies Inc., Los Angeles, has the account.

### Orders, B'Gosh

OSHKOSH OVERALL Co., Chicago (Oshkosh B'Gosh overalls), is giving up its early morning program *Pat Buttram's Radio School*, on WLS, Chicago, because the factory is unable to keep up with the orders that the program has been producing.

FARLEY OUTFITTING Co., Los Angeles and San Diego men's outfitters, a consistent user of radio for many years, on Feb. 15 started a quarter-hour daily sponsorship of United Press news on KFSD, San Diego. Advertiser will continue a transcribed hillbilly program on KFSD. Robert Gracemill Adv. Agency, San Diego, has the acocunt.

W. & J. SLOANE, Beverly Hills, Cal. (household furnishings) is placing five weekly studio programs on KFAC, Los Angeles, placed direct. The W. & J. Sloane branch in Washington, D. C., recently started a studio program on WJSV, supplementing participation announcements.

MOORMAN MFG. Co., Quincy, Ill. (livestock and poultry feed), advertising through Ralph Moore Inc., St. Louis, is planning a new radio series.

STORY & CLARK PIANO Co., Chicago, is advertising through George H. Hartman Co., Chicago.

SCIENCE LABORATORIES Inc., Cincinnati (Sperti Sunlamps), is advertising through Stockton-West-Burkhardt, Cincinnati.

LARROWE BUCKWHEAT FLOUR Corp., Cohocton, N. Y., has appointed David A. Tynion, Syracuse, as agency for its Pioneer Pancake Flour.

BATHASWEET Corp., New York (toilet preparations), on Feb. 16 started sponsorship of Alexander McQueen's *Nothing But the Truth* program on WGN, Chicago, twice weekly for 26 weeks. Witmer and Blue, double piano team, furnish music. H. M. Kiesewetter, New York agency, has the account.

HORN & HARDART BAKING Co., Philadelphia (restaurant and bakery service), on Feb. 21 renewed its *Children's Hour* Sunday morning program on WABC, New York, for another year, which will be its seventh consecutive year on this station. Clements Co. Inc., Philadelphia, is the agency.

### Douglas A. Buckler

DOUGLAS A. BUCKLER, 41, director of advertising for Southern California Gas Co., Los Angeles, for the last six years, died at his home in Beverly Hills, Cal. Feb. 16. Prior to joining the gas company he was advertising director of the Bank of America, Los Angeles, and is well known in Pacific Coast advertising and radio. He is survived by his widow, Mrs. La Verne Buckler.

### New Alabama Station

THE NEW WBHP, Huntsville, Ala., which the FCC authorized Wilton Harvey Pollard to construct, will go on the air on or about March 1, according to a report from Mr. Pollard, former engineer for several Southern stations. Mr. Pollard will be general manager and Richard Schiffman commercial manager. Weston Britt, formerly with WSPA, Spartanburg, S. C.; WBT, Charlotte, and WMFD, Wilmington, N. C., will be program director. WBHP will operate with 100 watts on 1200 kc.

World's most powerful
Pocket FLASHLIGHT

MICRO-LITE

A NEW "FLASH" PREMIUM

Costs No More Than A Cigar!

Here's a "bright" idea for any program that needs a good give-away or response-checker. Micro-Lite does a thorough job because it appeals to men, women, and children.

Micro-Lite can be imprinted with sponsor's name or trade mark. It is 100% American made and takes standard battery and bulb. *Throws 100-foot beam of light.*

Micro-Lite makes a powerful door-opener and good will builder. Mail or deliver one to each name on your list of prospects for sponsors . . . and you'll get results!

*Write for sample, and catalog of line.*

MICRO-LITE Co., Inc.
Dept. "B"
36 W. 25th St. New York, N.Y.

NORTH DAKOTA
MINNESOTA
SOUTH DAKOTA
WNAX
IOWA
NEBRASKA

Our—

FRIENDS, listeners and customers in this vast Northwest Market are deserving of the high standard of service WNAX maintains.

Planned programs serving the rural and city folks alike have made WNAX a favorite. Live talent shows, educational and religious programs, news, markets and CBS presentations offer increased sales for any advertiser who places his account on WNAX. Write us for station data.

WNAX

YANKTON, SOUTH DAKOTA

5000 Watts (L.S.) 1000 Watts, Nite

Representatives
WILSON — DALTON — ROBERTSON

## RADIO HISTORY
### MBS Quotes Reference in Year Book Number

MUTUAL Broadcasting System in its Feb. 18 publicity releases included the following item:

**From Thales to Mutual — That's Radio History**

In the handsome 1937 yearbook number of BROADCASTING Magazine, recently released, "A Chronology of the Development of Radio and Broadcasting" is one of the outstanding articles. It tends to show the magnificent strides radio has made, culminating with 1936's top achievement.

The first date in radio history was, according to the trade magazine:

"640 B. C.—Thales of Miletus observed that amber after being rubbed acquired the electric property of attracting straws."

The last recorded achievement of radio was:

"1936 (Dec. 29) — Mutual Broadcasting System after operation as limited network for two years, expands transcontinentally by adding Don Lee Broadcasting System of California and other stations."

From Thales to Sales (via Mutual) is the history of the industry.

# Control of Radio Station Prices

*(Continued from page 24)*

of it goes, little chains are springing up everywhere."

Apropos of license fees, Senator Steiwer inquired whether the industry would be able to "pay the cost of regulation". Responding affirmatively, Chairman Prall declared consideration has been given to this but not with the end in view of submitting a bill for the purpose. "Perhaps it does seem strange that the Government, without a fee of any kind, should license a company to go out and make money; and most of them are making money," he said.

Later Senator Green pursued the license fee idea, asking whether such fees would be justifiable. Chairman Prall brought out that it should not be forgotten that while the companies are not paying anything for their licenses, "they are furnishing some very fine sustaining programs at considerable expense".

"Yes", retorted the Senator, "but a man who buys a license and then sells it for $50,000 is not doing anything of the sort. We are making him a present of something which has pecuniary value, and which costs the government the amount you are asking for now, a considerable sum to administer this activity. Would the Government, in your opinion, be justified in charging for the license?"

"I would say yes," replied Mr. Prall. "We are offering to every man or corporation or company which gets a license the opportunity to make money. On the other hand, while it is true that he is making money, he is using it for the purpose of furnishing entertainment and amusement for the public. That operates two ways. Of course that attracts the listener to the program, and to the product paying for the program, or it may be a sustaining program without profit."

In a further discussion, Senator McAdoo asked whether it would be advisable for the government to apply the same rule which governs the administration of the Federal Reserve System—to tax each year or to assess each year all of the owners of licenses on an equitable basis. An equitable system on the basis of income could be worked out, Mr. Prall replied, expressing at the same time opposition to a flat rate "because a station with a large income would be getting its profit at the same cost to the little one." Further he said that an annual tax upon income or profit would not "overburden the little fellow" but would be in the nature of an income tax.

"You would assess to the various licensees proportionately the cost of administering the system on the basis of their earning power," interpolated Senator McAdoo.

### Additional Power

When Chairman Prall explained that the FCC's authority over stations is limited to "station operation", and that it has no censorship powers, Senator McAdoo inquired whether he felt the FCC should have more power to regulate stations and networks. To this the chairman responded affirmatively, adding that he felt personally that if the FCC were authorized to act to quiet a station or delete it for a temporary period, it would have a salutary effect on the industry as a whole.

"Trafficking" in station licenses was brought into the discussion when Senator Brynes asserted that he knew of a case where a construction permit was purchased by an applicant to eliminate the nuisance of hearings and protests. Mr. Prall said the FCC, where it has the knowledge, does not countenance such dealings, and that it investigates very carefully all applications for facilities.

Senator McAdoo declared that in California many radio "speculators" are operating, seeking licenses in various localities for the sole purpose of selling them. He then inquired whether the FCC ascertained the character and standing of the applicant before grants are made, and Mr. Prall responded that the FCC usually tries to grant licenses to residents of the community, having local support.

Asked by Chairman Glass whether complaints are received against radio advertising, Chairman Prall said that an appreciable number are received. He added that the FCC has found that the small station gives more time to the local interests of all kinds than do chain stations because the latter stations have network commitments mainly during evening hours. "So we do find complaint," he added, "more from the local, the small communities, with respect to lack of time devoted to community interests."

After Chairman Glass observed that it seemed to him that most of the time is "taken up with advertising", Mr. Prall explained that there is nothing in the act which gives the FCC authority as to programs or the direction of stations with respect to the use of the time they are selling for advertising. On the question whether it would be desirable to have such authority, the chairman responded:

"I think it would be. You probably have complaints coming from educational, religious, labor and

Reach New Peaks
with WIBW

Let WIBW take your product to new sales peaks. We've done it for others and can do it for you.

It's all in knowing how! WIBW knows Kansas and the surrounding territory . . . how best to reach, entertain and *sell* the exact audience you want.

Above all, we're "home folks." 324,000 Kansas radio homes look on us as neighbors . . . friends who live, think and speak as they do.

We repeat! We've taken others to the top in Kansas. We can do the same for you. Just ask Montgomery Ward & Co., National Bellas Hess, Allis Chalmers, Dr. Caldwell's Syrup of Pepsin, Olson Rug Company, Aladdin Mantle Lamp Co., or a dozen others we might mention. We're sure they'll say

**"You Can't Reach Kansas Without WIBW."**

**WIBW—"The Voice of Kansas"**

DON SEARLE, *Gen. Mgr.*
*Represented by Capper Publications in*
New York — Detroit — Cleveland — Chicago — Kansas City, Mo. — San Francisco

other organizations that they have not been allotted the time they consider they should have on the air. Hearings I think lasting six weeks, before I went on the Commission, were held by an order of Congress to ascertain whether special time should be given subjects such as education, and it was found that education could not furnish the material to use in the time already allotted to it. I think the question before Congress at that time was whether it would be well to provide, in the act, certain time to be devoted to educational and other special subjects. After this extensive investigation lasting six weeks, the Commission made its report to Congress and it did not deem it wise to set aside special time for such purposes."

### To Do or Not to Do

Responding to further questions, Mr. Prall said he thought the Commission should be given discretionary authority with which it would be able to accomplish things in communities where very little time is given to local broadcasting. When Senator McAdoo observed that the power of the FCC as to regulation after license is granted should be extended, Mr. Prall said that a reading of the act under which the FCC functions reveals the "lack of authority granted the Commission, and yet the Commission is expected to do what it should do or what the public would like to have it do."

When Senator Adams (D-Col.) asked whether programs put on by the big advertisers indicate "real comprehension on their part of the tastes of the American people", Mr. Prall said they were varied to a large degree to satisfy varying tastes. The Senator said many programs "seem to specialize in silliness and imbecility."

Asked what the approximate total investment in the industry amounted to. Mr. Prall estimated $40,000,000. He then recited a series of industry figures, estimating 24,500,000 radio homes which, together with second sets and auto radios, made a total of 33,000,000 sets in use; time sales last year of $150,000,000, and total sets sold last year valued at $440,000,000. These make a grand total of $891,000,000 paid by business concerns and the general public for the privilege of listening to radio, he concluded.

## Civil Liberties Series

ENLISTMENT of the advisory services of two college professors of Washington, D. C.—Dr. Herbert Wright, political scientist of Catholic University, and Dr. Ben A. Arneson, political scientist of American University—to help prepare the new U. S. Office of Education series on civil liberties, was announced Feb. 17 by Dr. John W. Studebaker, commissioner of education. They will edit scripts prepared by the Federal Educational Radio Project which started on a big CBS hookup Feb. 22 to be heard Mondays, 10:30-11 p. m. (EST). The scripts will later be made available to schools, colleges, radio stations and patriotic organizations for local broadcasts in connection with the Constitution Sesquicentennial Celebration authorized by Congress.

**FOR EXPOSITION** — Radio will play a prominent part in the 1939 Golden Gate International Exposition. Here is Arthur Linkletter, radio director of the exposition.

## FUN IN GADGETS
### Inventors' Brainstorms Get Place on KSTP

UNIQUE among audience-participation programs is a new one on KSTP, St. Paul, during which embryo inventors are given a chance to explain their brainstorms. The program, dubbed *I've Got an Idea*, is handled in a straight-faced manner in the studios.

First program brought out a flock of mute inglorious Miltons, eager to get recognition. The idea is to build the show for laughs, but not too much so, because occasionally some idea-man submits a good one, which must be handled for its merit. Inventors are urged to come forth in a series of one-minute announcements and in stories in the *Minneapolis Journal*.

## WLWL Plea Dismissed In WOV Sale to Bulova

FCC RECORDS in the WLWL-WOV conflict involving the efforts of the former New York station to procure full time on a clear channel in lieu of its present limited time operation, were wiped practically clean by the FCC Feb. 23 when its Broadcast Division dismissed the protest of the Missionary Society of St. Paul the Apostle, operating WLWL, from its decision of Nov. 24 authorizing without a hearing the sale of WOV. The station was sold for approximately $300,000 by John Iraci to Arde Bulova, New York watch manufacturer and station owner, after efforts of the Paulist group to purchase it had proved futile.

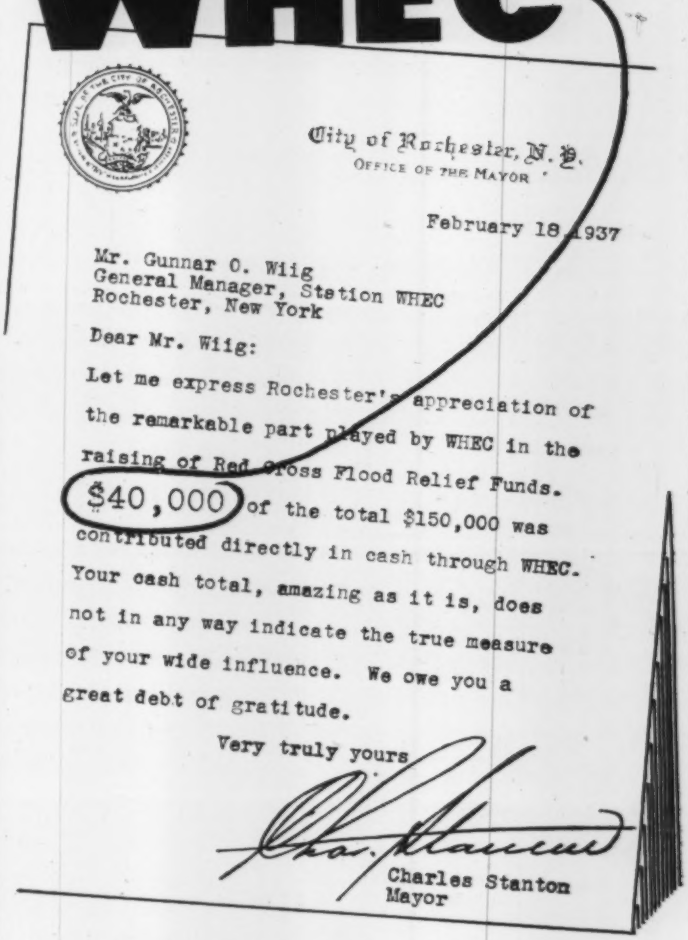
Simultaneously, the FCC dismissed the protest asking the Commission to disapprove the provisions of the contract between Messrs. Iraci and Bulova which permits Mr. Iraci to become connected with WNEW, New York, partially owned by Mr. Bulova, or to acquire any stock or interest in it directly or indirectly. Richard E. O'Dea, of Patterson, N. J., also interested in WNEW, had filed this protest.

WOR, Newark, on Feb. 22 celebrated its 15th anniversary since it started in the toy department of L. Bamberger & Co., Newark department store, with a 250-watt DeForest transmitter installed by Jack Poppele, then as now its chief engineer.

WROL, Knoxville, Tenn., the week of Feb. 21 celebrated its sixth year of rebroadcasting off-the-air pickups from WLW, WSM, WHAS, WLS, WJR, WFAA-WBAP and WWNC.

BETTER THAN 1/4 OF ROCHESTER'S FLOOD RELIEF FUNDS WERE CONTRIBUTED THROUGH

WHEC



City of Rochester, N. Y.
OFFICE OF THE MAYOR

February 18 1937

Mr. Gunnar O. Wiig
General Manager, Station WHEC
Rochester, New York

Dear Mr. Wiig:

Let me express Rochester's appreciation of the remarkable part played by WHEC in the raising of Red Cross Flood Relief Funds. $40,000 of the total $150,000 was contributed directly in cash through WHEC. Your cash total, amazing as it is, does not in any way indicate the true measure of your wide influence. We owe you a great debt of gratitude.

Very truly yours

Chas. Stanton
Charles Stanton
Mayor

ANOTHER PROOF OF THE LISTENER PENETRATION OF—

WHEC

ROCHESTER, N. Y.
*Representatives:* PAUL H. RAYMER CO.
NEW YORK CHICAGO DETROIT SAN FRANCISCO
BASIC C.B.S.

ROCHESTER PREFERS WHEC

# STUDIO AND PROGRAM NOTES

WLS, Chicago, recently began a sustaining program *School of the Air*, planned especially for schoolroom listeners which provides a 15-minute class on a different subject each school day. Monday is current events day with Julian Bentley, WLS news editor, reviewing and summarizing the days of the week. Tuesday is devoted to music appreciation with Ralph Waldo Emerson at the organ. Commerce and industry are taught in novel fashion on Wednesdays with pick-ups being made direct from Chicago factories and John Baker interviewing business executives. Thursday is set aside for practical geography lessons. Students are conducted on world "air tours" with natives of foreign countries appearing before the mike to tell of their country's customs. On Friday speakers from midwestern colleges discuss topics of current interest.

**Sound Effects**
*(From Life)*

Extensive Library—
Approximately 500 effects

Custom-Built Transcriptions
Commercial Plating
Duping and Pressing

Write Us Your Needs

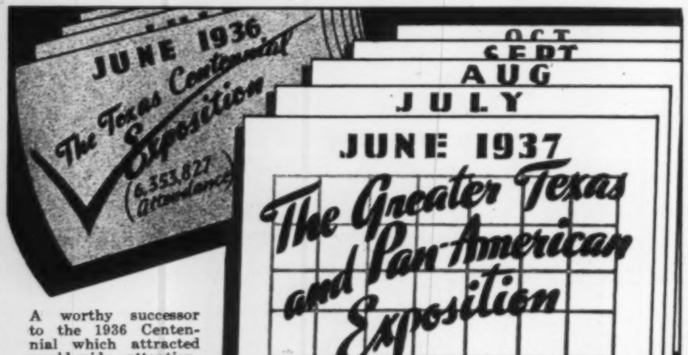
**Gennett Records**
*(Div. of The Starr Co.)*
Richmond, Ind.

FOREIGN tongues are being used to plug a brand of beer on KSTP, St. Paul. The broadcast opens with a foreigner talking in his own tongue and extolling the merits of the beer. Then the announcer comes on with, "That's what everyone in America says, too, Ole (Herman, Loo-Fang, or whatever the case may be)". All nationalities are being used, including even Chinese and Japanese. The announcement precedes a nightly sports review. In the search for foreign tongues, one man was found who could talk the language of the African head-hunters, but the sponsors frowned on him, believing that head-hunters didn't care for beer, anyhow.

BOB ELSON presented Abraham Lincoln, George Washington, Patrick Henry and Benjamin Franklin on his *Man on State Street* broadcast Washington's birthday over WGN. The quartet having such unusual names are all Chicago residents. The program is sponsored by the Sawyer Biscuit Co., thru the Neisser-Meyerhoff Agency.

KFI, Los Angeles, has started a Friday night 30-minute program *Hollywood Extra On The Air* in which only bona fide movie extras, who have "never had a chance" are used. Program is a medium for discovering new radio talent. Francis X. Bushman, silent days screen star is master-of-ceremonies and Archdale J. Jones, producer. Extras are interviewed, described and given original dramatic scripts to perform. Show functions as a Court of Public Approval, with Bushman as Judge, where extras are arraigned for acting. After their bit, the studio audience, as jury, renders its verdict.

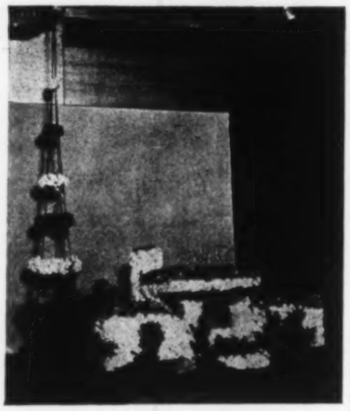
KDLR, Devils Lake, N. D., maintains highway information service during snowy weather, obtaining information from state highway offices. A series of six Lenten services arranged by Lutheran churches is being presented.


JUNE 1936
The Texas Centennial Exposition
(6,353,827 Attendance)
OCT
SEPT
AUG
JULY
JUNE 1937
The Greater Texas and Pan-American Exposition

A worthy successor to the 1936 Centennial which attracted world-wide attention, Texas' 1937 show, opening June 12th, will again add millions to "America's Fastest Growing Market".

Chief benefactor of Exposition building, payrolls, tourist traffic and general business stimulus will be the strictly LOCAL market of WFAA-WBAP . . . Another *plus* for the many leading advertisers whose 1937 plans include schedules on the Southwest's Dominant Station.

50,000 WATTS • CLEAR CHANNEL
**WFAA-WBAP**
DALLAS FORT WORTH
AFFILIATE NBC • MEMBER TQN
MARTIN CAMPBELL: Nat'l Sales Mgr. WFAA-WBAP--General Mgr. WFAA
*Edward Petry & Co. Inc. – National Representatives*



WHEC SALUTE—During the recent Major Bowes salute to Rochester, WHEC presented the Major with a replica of the new transmitter house and tower done in flowers. The piece stood over five feet high.

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THE NUMBER 13 is anything but unlucky for KJBS, San Francisco. On Feb. 13, KJBS started its 13th year of active broadcasting by moving into a completely new home at 1470 Pine St., under the managing-directorship of Ralph R. Brunton—in whose name there are 13 letters. With the formal dedication of the new studio on the "unlucky" day, advertising executives, radio station managers, clients, press and public passed through the Eiffel tower "doorway" which marks the unique entrance to the station. The main topic of conversation during the opening day's openhouse was not so much the spacious master control room, the two large main studios, the three auxiliary announcing studios, or the elaborate executive offices as it was the Tower. Rising majestically from the side-walk level, and built by the Bethlehem Steel Corp., the 250-foot tower graduates in size from 13½ feet square at its base to 18 inches at its tip.

PAT KELLY, press representative of KFRC, San Francisco, on Feb. 16 inaugurated *Radio Round Table*, series of informal programs. The new program brings to the microphone San Francisco and Eastbay radio scribes who discuss with Kelly different phases of radio that make it the interesting and news-worthy industry it is.

THE WGN auditorium, Chicago, was opened to the public for the first time Feb. 22 during the *WGN Midday Service*. Previously the *Midday Service* had been a non-audience broadcast but now the 600-seat auditorium is open daily except Sunday to any worshipper who cares to come for meditation and participation in the service. Religious in tone, the program is aired from 12:35 to 1 p. m. (CT) under the direction of Dr. John L. Dickson. Religious leaders of all faiths and educational leaders are presented as guest speakers.

WCLO, Janesville, Wis., celebrated the opening of local Chevrolet and Fisher Body plants Feb. 17, following the General Motors strike, with a broadcast direct from the plants. The station went on the air at 6:45 a. m., 15 minutes earlier than usual, and employes returning to work were interviewed by Ed Murphy and Ralph O'Connor, WCLO announcers.

**Walter Biddick Co.**
RADIO STATION REPRESENTATIVES
LOS ANGELES • SEATTLE • SAN FRANCISCO

FIVE COURSES in radio are being offered in Chicago universities this semester. There are two classes at Northwestern University, two at the University of Chicago, and one at Rosary College in suburban River Forest. At Northwestern University, where Lyndon Brown of the Lord & Thomas agency is supervising the radio schedule, Dick Marvin, of the same agency, is presenting the advertising angle of the business in his Radio Commercial Writing and Production class. Script writing is taught by Elmo Scott Watson, of Western Newspaper Union. James Whipple of the University Broadcasting Council is giving two radio dramatic classes one at the University of Chicago and the other at Rosary College. Also at the University of Chicago is a writing for Radio course which is being taught by James Colvin of the Chicago Daily News.

WCCO, Minneapolis, will present a series of traffic safety broadcasts in cooperation with local and nearby high schools. The script will be written and the programs presented by the students. WEBC, Duluth, WMFG, Hibbing, and KROC, Rochester helped arrange the broadcasts.

DR. EDWARD RICHARDS and Dr. Edward Hodnett, Columbia University faculty members who last year conducted the *Short Story Seminar* sponsored by the university's extension division on WOR, Newark, have returned to that station with a weekly sustaining program, *Talk About Books*.

DESIGNED to interest school children and parents are the two series of weekly programs on WROK, Rockford, Ill. Besides a 15-minute program featuring thumbnail dramatic sketches of school life *The Camera Catches Rockford High*, at 9 p. m. Sundays, a new series has been started, depicting the work of the various musical organizations and departments in the junior and senior high schools. The half-hour broadcasts are presented at 7:30 p. m. Wednesdays under direction of the public school music supervisor.

CELEBRATING "just 10 years of plugging," WWNC, Asheville, N. C., in a midnight show Feb. 23 observed its anniversary with a program in which its employes played a prominent role in addition to soloists, orchestra and choir who performed on the station when it was inaugurated. Among those participating were Don S. Elias, president of the *Asheville Citizen-Times*, operator of the station; Ezra McIntosh, program director, formerly with NBC in New York, and Bob Bingham, formerly with WMCA and the Buffalo Broadcasting Co.

A NEW series titled *The Civic Forum* was started Feb. 10 by KDYL, Salt Lake City. The program consists of informal, extempore round-table discussions by prominent educators, legislators, and business men of the state on topics of current civic interest, and the panel is composed of men who represent various interests. Dr. John T. Wahlquist of the University of Utah acts as chairman.

KSTP, St. Paul, has launched a new program *Radio Doubles* in which those who believe they can be as funny as Fred Allen, as suave as Jack Benny, as hilarious as Ed Wynn; or that they can sing as well as Swarthout, Crosby, Vallee, et al, are given a chance to prove it. The program is to be aired once a week as long as the imitators hold out.

WASHINGTON, D. C.
has an Annual Payroll of
$360,000,000
Reach it with
**WOL**
Washington, D. C.

WHK, Cleveland in cooperation with the Metropolitan Grand Opera company season opening in Cleveland April 12, has arranged to broadcast condensed versions of eight operas to be performed once weekly starting March 2. The station is giving pairs of five dollar and four dollar seats for each opera to adults writing the best 50-word letters on why that particular opera appeals, and in cooperation with the Board of Education, is giving pairs of four dollar and three dollar seats to senior high school students on the same basis.

WMFF, Plattsburgh, N. Y., celebrated its second anniversary and unlimited time schedule on Feb. 23d. It has a new studio in the Olympic Arena, Lake Placid, for winter sports coverage. WMFF has acquired Trans-Radio Press Service.

KLS, Warner Bros. station at Oakland, Cal., announces that the station's new home at 327 21st St., Oakland, will be known as "Radio Village" when moving ceremonies are completed about March 15. New equipment plans call for a 179-foot Blaw-Knox vertical radiating antenna and the installation of Western Electric equipment from microphone to transmitter. The new KLS wave length will be 1280 kilocycles. Cost of establishing the "Radio Village" is estimated at $30,000.

WROL, Knoxville, Tenn., has started a series of college programs called *Fraternity Drag*, each of which is dedicated to a different fraternity and features a different popular orchestra.

WTHT, Hartford has started a thrice-weekly broadcast from the state capitol as well as a man-on-the-street daily broadcast. Announcers Jack Lloyd and Bob Martineau conduct the street programs, while the interviews with legislators are conducted by Cedric Foster, program director, and Moses Berkman, political editor of the affiliated *Hartford Times*.

NEW ENGLAND druggists, cooperating with the *American Druggist* and Colonial Network officials, have started *Your Good Health* from WAAB, Boston, to nine Colonial stations, Wednesdays, 2:30-2:45 p. m. Directed by Charles A. Smullen, merchandising manager of the trade publication, the program brings prominent medical and pharmaceutical personalities to the microphone.

KUOA, Siloam Springs, Ark., has signed up to take the news service of the United Press. Transradio service will be continued.

WMBH, Joplin, Mo., has acquired United Press service. The news department is in charge of H. D. Robards, editor, and Phil Hannum, night editor. Outstanding news events frequently are dramatized by the WMBH staff.

KYA, San Francisco, broadcast the official inquiry of the California State Industrial Accident Commission into the causes of the Golden Gate bridge catastrophe of Feb. 17.

A NEW series on WIBA, Madison, Wis., *Death Speaks*, is designed to promote highway safety. First of the series was broadcast Feb. 16. Staging the programs are members of the Blackfriars' Dramatic Guild, Little Theater group. They are sponsored jointly by the Madison police department and the Dane County Safety committee.

BROWN-DUNKIN, Tulsa department store, on KTUL since the station opened three years ago, has started a new 30-minute program *The Grubb Family*, produced by Gene Loffler and written by Mary Jane Bowen under the supervision of Charles Bush, continuity editor.

### Listen My Dears

AND you shall hear the weekly illustrated lecture from WIP in conjunction with the Pennsylvania Arts and Sciences Society. This weekly introduction, or something of the sort, through loudspeakers in several dozen Philadelphia school assembly halls was omitted recently when the scheduled speaker failed to appear in the WIP studios. Instead the assembled pupils heard an array of last-minute dance tunes.

WBT, Charlotte, N. C., has announced a 20% increase in rates effective March 1. William A. Schudt Jr., manager, notified prospective advertisers of the new rate some weeks ago. Current advertisers are protected to Feb. 28, 1938 and new advertisers were given opportunity to sign for a year under the old rate.

KGMB, Honolulu, has signed a one-year contract with United Press for its radio news service.

THE weekly lecture series presented by the Boston Museum of Fine Arts over station WAAB, Boston, and Colonial Network will go coast-to-coast on Mutual starting March 4. The series of 12 programs concerns the development of New England in its early days and the relationship of that development with the rest of the country.

EL PASAO, Santa Barbara, Cal., dine and dance spot, recently launched a weekly 15-minute program from KEHE, Los Angeles, to KYA, San Francisco; KMJ, Fresno and KFBK, Sacramento. The Los Angeles office of Hanff-Metzger of Cal. Ltd., handles the account. The program is a live talent show, with Spanish music predominating, and is designed to attract the trade of motering Californians and tourists.

KRSC, Seattle, coincident with its increase in time from limited to full, and power from 100 to 250 watts, has removed to new studios in Seattle. The station is managed by Bob Priebe.

UNITED AIR LINES and NBC service will combine in a series of National Park broadcasts, April 13-23, featuring Yellowstone, Estes, Zion Bryce, Grand Canyon, Yosemite and Rainier National Parks. Three NBC technicians will handle the shortwave broadcasts from the United Air Line plane, which will be picked up at either Denver, Colo., or Point Reyes. An NBC staff announcer and a representative of each park will provide the narration. Program is sustaining.

LANG-WORTH
planned programs

LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD
•
LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

WCFL, Chicago, has completed studios at 666 Lake Shore Drive, using a new idea of studio planning according to R. Calvert Haws, program director. Constructed so that no two hard or "bright" surfaces face each other, all possibility of reverberation or "sound bounce" has been eliminated. The angled walls with their various sound absorbent and non-absorbent treatment are planned to give greater clarity and brightness without "fuzziness" and cut down to the minimum the possibility of sound "shadows". Sound transmission, from the studio to the sub-control room, the main control room and thence to the transmitter is only as bright as its highest cycle.

WRUF, Gainesville, Fla., has started a series of ten public speaking lessons under the direction of Prof. Lester L. Hale of Florida U. The lessons are broadcast each Friday afternoon to reach thousands of students in their class rooms.

WJJD
has POWER 20,000 WATTS
has PROGRAMS THAT BUILD AUDIENCES
Gets RESULTS
LET US TELL YOU WHY YOU CANNOT AFFORD TO PASS UP THE
LARGEST INDEPENDENT STATION in CHICAGO!
201 N. WELLS ST, CHICAGO, ILL.
NATIONAL REPRESENTATIVES
WEED & CO. 350 MADISON AVE, N.Y.C.

"TALLY-HO,"
BY CRACKEY,
"TALLY-HO!"

If you're accustomed to the kind of farmers who ride their rows in tatters, think another think when you think of the Red River Valley!

Our farmers out here make and spend real dough. They have good clothes and big cars and period furniture . . . WDAY is the whetstone on which they sharpen their appetites for all the luxuries of life. And most of the necessities.

WDAY, INC.
N. B. C.
FARGO
N. D.

FREE and
PETERS INC.
NATIONAL
REPRESENTATIVES

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

Affiliated with the Fargo Forum

## Pederson to KOL

Mr. Pederson

ELMER D. PEDERSON, for the last three years national sales manager of KNX, Hollywood, has resigned to become manager of KOL, Seattle, taking over the post formerly held by Norman Storm, who died some months ago. Pederson, well known in Pacific Coast advertising and radio, was formerly with Paul Block & Associates, newspaper representatives. For 18 years he was identified with national advertising in southern California. He is expected to take over his new duties after March 15 following the appointment of his KNX successor.

IN
*Atlanta*
USE
**WGST**
CBS 5000 watts day
1000 watts nite
Repts: 890 kc.
E. KATZ SPECIAL ADVERTISING AGENCY

## Bill Would Boost FTC Power

(*Continued from page 18*)

port. A number of minor amendments, mainly on definitions of advertising, were included in the measure reported from the committee.

A fight on the Senate floor was indicated, with Senator Clark (D-Mo.) likely to lead the assault. He opposed enactment of the bill at the last session but it finally received Senate approval in compromise form. It was not enacted, however, because Senate and House conferees deadlocked.

### Enforcement Problem

The bill is important to the broadcasting industry, since food, drugs and cosmetic advertising represents approximately one-third of the industry's gross, or about $35,000,000 annually. By tightening of advertising and sale provisions, it is the hope of Congress to eliminate the outer fringe of disreputable concerns in these fields.

The broadcasting industry, along with other media groups, is not opposed to enactment of the Copeland Bill in its present form although there is a decided desire in these ranks to keep jurisdiction in the Trade Commission. It is felt in some quarters that autocratic authority would be given the Department of Agriculture over these commodities and particularly over advertising, with which it has had little or no experience. The Trade Commission is regarded as an organization which, because it has long policed advertising, is qualified to handle such regulation.

In reporting the bill Feb. 15, Senator Copeland brought out that it culminates nearly four years of legislative effort to prevent the adulteration, misbranding and false advertisement of food, drugs, devices and cosmetics, in interstate and foreign commerce. Corollary objectives would be to safeguard the public health and protect the purchasing public.

Discussing advertising, the report said this controversial subject had been met by providing for the prohibition of false advertising by injunction. The bill also states differently the offense of false advertisement, he pointed out, declaring previous bills have defined them as those which are "false or misleading in any particular."

"That definition has occasioned no end of controversy—some of it quite meritorious — on the ground that when applied to the unlimited field of advertising it was too elastic and encompassed things far beyond the purposes of the bill," the report continued. "Also, it would lend itself to unnecessary and unjustified governmental interference in the affairs of business, and impose upon the Government a job far beyond the Government's financial and personnel capacities to enforce. The statement of the offense in the bill defines those subjects pertaining to food, drugs, and cosmetics which should be under Government control."

### Control of Labeling

Senator Copeland staunchly defended the provision of the bill giving to the Food & Drug Administration the authority to enforce provisions on advertising. On the premise that advertisements of food, drugs and cosmetics are nothing more than extensions of the labeling, he said, his bill proposes that the control be vested in the Food & Drug Administration which enforces provisions on adulteration and labeling. "But it does not have the effect of depriving the Federal Trade Commission of its jurisdiction to proceed against false advertisements in such form as to make it an unfair method of competition," he said. "The bill specifically provides that it shall not be construed as impairing or diminishing the powers of the Federal Trade Commission."

"The bill simply provides that the district courts of the United States shall have the power to grant temporary and permanent injunctions against the dissemination of any advertisement which contains—

> any representation regarding any food, drug, device, or cosmetic, or the ingredients thereof, or the substances therein, or the identity, strength, quality, purity, quantity, origin, source harmlessness, or safety thereof, or the nutritional, dietary, curative, therapeutic, preventive, diagnostic, or beneficial effects thereof, or the safety or efficiency of the dosage, frequency, or duration of use pertaining thereto, which is false or misleading in any material particular.

"It is submitted that that is a perfectly proper power to vest in the district courts of the United States, and that it not only is proper, but necessary, that the Food & Drug Administration which has foods, drugs, and cosmetics under observation, shall be authorized to seek such injunctions at the hands of the courts. No one can dispute that such advertisements should be enjoined. The fact that the Federal Trade Commission may proceed against advertisers using unfair methods of competition should not prevent the grant to the Food & Drug Administration of this additional, necessary, and very desirable power to protect the public against advertisements which bear directly on public health."

The report in conclusion, listed a summary of principal changes in the bill designed to increase the scope of the old law and to afford the public greater protection. The summary follows:

#### Advertising

1. Prohibits false advertising of food, drugs, therapeutic devices, and cosmetics.

#### Foods

2. Provides for the promulgation of standards of identity and a reasonable standard of quality for food. (A standard of quality is authorized by the present law for canned food only.)

3. Requires the labeling of unstandardized food to disclose the ingredients by name.

4. Prohibits traffic in food which is dangerous to health. (The present law permits regulation of dangerous food only in the event that the poison is added.)

5. Prohibits addition of poison. If it cannot be avoided in production or manufacture, when it reaches the consumer the product must be safe for human use.

6. Eliminates the "distinctive name" proviso of the existing law under which the sale of products, the labels of which are misleading, are now permitted sale.

7. Requires fully informative labeling of infant and invalid food.

8. Requires label declaration of artificial colors and artificial flavors in food.

9. Forbids traffic in confectionery containing metallic trinkets and other inedible substances which have been found to be a menace to the welfare of children.

10. Authorizes emergency license control of food that might be dangerous by reason of contamination with micro-organisms. Such licensing

*IF YOU EXPECT TO SELL*
DETROIT

. . . you must reach not only the English - speaking population in Detroit area, but also the very large* foreign - language group within its borders. And the most effective and economical way to do this job is by augmenting your English programs with foreign-language programs over Station WJBK. This station blankets Metropolitan Detroit, enjoys the largest audience of foreign - language listeners of any radio station in Michigan, and gets YOUR message to that audience without waste coverage.

** 755,786 Detroiters are either foreign - born or of foreign or mixed parentage.*

WJBK
JAMES F. HOPKINS, *Manager*
ROESLER & HOWARD, *Foreign Language Representatives*

**WWNC**
ASHEVILLE, N. C.
*Full Time NBC Affiliate* *1000 Watts*
•
NEW! Paul
Godley Survey
—with important market facts
—now ready for you. Request copy from our representatives:
SEARS & AYER
New York Chicago

**WGH**
Gives Live Local Representation
In Three Prosperous Cities
With Studios and Offices in
NORFOLK — PORTSMOUTH
—NEWPORT NEWS

XUM

is limited to operations in which the public health cannot be protected otherwise.

### Cosmetics

11. For the first time places cosmetics under Federal supervision. Requiring cosmetics to be truthfully sold and outlaws those injurious to health.

### Drugs

12. Prohibits traffic in drugs and devices which are dangerous to health under the conditions of use prescribed in the labeling or advertising.

13. Requires habit-forming drugs to bear labels.

14. Requires adequate directions for use of drugs and devices and appropriate warnings against their probable misuse through overdosage, or by children, or in disease conditions where they may be dangerous.

15. Sets up special protection to consumers against drugs liable to deterioration.

16. Requires that claims of effect of drugs and devices must not be false or misleading in any material particular. (The present law makes fraud, that is, wilful intent to deceive, an element of the offense; unwarranted therapeutic claims resulting from sheer ignorance of the manufacturer are not actionable.)

17. Defines "nonofficial" drugs as illegal if the standard of strength varies from the standard claimed. (The present law prescribes only those which fall below the standard claimed. Drugs which are too strong may be quite dangerous.)

18. Requires that antiseptics possess germicidal power.

19. Requires declaration on the label of the names of active ingredients of nonofficial drugs.

### General

20. Prohibits the use of poisonous containers for food, drugs, and cosmetics.

21. Requires that food, drugs, and cosmetics be prepared and handled under conditions of reasonable cleanliness.

22. Forbids the use of uncertified and impure coal-tar colors in food, drugs, and cosmetics.

23. Prohibits slack-filling and the use of deceptive containers for food and drugs.

24. Provides for factory inspection and the procurement of records needed to prove Federal jurisdiction.

25. Provides increased penalties for violations.

26. Authorizes the Federal courts to enjoin violations.

In the bill itself, as reported out by the Committee, there were numerous changes in definitions. The term "drug", for example, originally was defined as including all substances and preparations recognized by certain official farm pharmacopoeia. This was amended so that it would include all substances and preparations recognized in "any official compendium."

Under the title "Prohibited Acts and Penalties" it is specified that the dissemination, by United States mails or interstate commerce "in any manner or by any means, including radio broadcast" of any advertisement which represents any drug or device to have any therapeutic effect in the treatment of a specified list of diseases or ailments is prohibited. The language in this clause was changed to make it all inclusive. Corresponding changes were made in other prohibited acts, with specific mention in each instance made of radio broadcast.

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WBRC, Birmingham, on Feb. 16 was authorized by the FCC to increase its day power from 1,000 to 5,000 watts. Simultaneously, KRRV, Sherman, Tex. and KGKB, Tyler, Tex. were given day power increases from 100 to 250 watts.

## TRANSCRIPTIONS

STANDARD RADIO Inc. has sold its transcription library service to WCHS, Charleston; WPAR, Parkersburg, and WBLK, Clarksburg, the three West Virginia stations headed by John A. Kennedy, publisher of the *Clarksburg Exponent*. Other new subscribers are WCHV, KVOR, KFBB, WCAM, KALB, KFRU, WQBC.

STANDARD RADIO Inc., Chicago, is releasing a new supplement of 26 more transcriptions to stations now using its sound effects library. Included in the new transcriptions are sound effects especially suited for news broadcasts. In this category are noises of the news room, teletype, and presses in action, yells of a boy selling papers in the streets, and other "newsy noises".

NEW CLIENTS to the WBS library are KVGB, Great Bend, Kan.; WFOY, St. Augustine, Fla.

BERT A. PHILLIPS, sales manager of MacGregor & Sollie Inc., Hollywood transcription concern, has been appointed radio chairman of the Los Angeles Junior Chamber of Commerce. He was chairman of that committee two years ago and under his direction several civic programs were released on national networks.

MERTENS & PRICE Inc., Los Angeles transcription concern, has started cutting 78 quarter-hour episodes of *The Secret City*, mystery serial written by Winifred Dunn and Sparks Spring.

FRED C. MERTENS, president of Mertens & Price Inc., Los Angeles transcription producers, is on a three-months eastern business trip, having left the West Coast Feb. 22.

MEYER M. LIPPE of Lippe & Lazarus Productions, Hollywood program producers, has returned to his desk after an appendicitis operation.

WALTER BIDDICK Co., Los Angeles, has started a series of 210 five-minute transcriptions for an eastern transcription distributor and 12 quarter-hour shows for a railway system.

THEIL SHARPE, control room operator of WOAI, San Antonio, has opened a transcription studio to service advertisers and stations in the southwest.

EARNSHAW RADIO PRODUCTIONS, Hollywood transcription producers, announce opening of a New York office at 116 Broad St., with Charles Michelson in charge.

### NBC Disc Copyright

NBC Transcription Service has sent to its list of Thesaurus client stations, three separate compilations of musical compositions used in its productions, including a break-down of numbers alphabetically showing whether they are public domain, ASCAP, Society of European Stage Authors & Composers (SESAC) and copyrighted selections on which releases have been obtained. In another list there are a total of some 600 titles in the non-copyright category, listed by title, artist and record number.

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WITH the withdrawal of objections, the FCC has reaffirmed its grant of last year to O. Lee Stone, outdoor advertising man, to erect a new 100-watt daytime station (WOLS) on 1200 kc. in Florence, S. C.

RED AND BLUE NBC

WCOL

COLUMBUS, OHIO

Joseph H. McGillvra, Rep.

## SUBPOENAS AIR
### Sheriff Takes WELI Time For Crime Series

Sheriff Hugo

COUNTY Sheriff J. Edward Slavin of New Haven, Conn., was sad. Wasn't there some way whereby criminals might be stopped before they started? An idea struck him! Why not put the folly and stupidity of actual first offenders on the air, in a vivid dramatic form and show how silly the whole business was.

So the sheriff went to Jimmy Milne, program director of WELI and asked: "How about broadcasting a sketch and calling it *The First Offender?*"

The sketch went on the air 19 weeks ago and it has been on the air every Sunday, with Deputy Sheriff Simon Hugo writing scripts. Several sponsors are interested.

### Dr. Jayne on Coast

DR. D. JAYNE & SONS Inc., Philadelphia (proprietary), has contracted for 26 quarter-hour programs on the California Radio System, using Tom Wallace, *The Horsesense Philosopher*, on KEHE, Los Angeles; KFBK, Sacramento; KYA, San Francisco; KERN, Bakersfield; KMJ, Fresno; KWG, Stockton. The account was placed by Hearst Radio Inc., national representatives for the network, through Carter-Thomson Co., Philadelphia.

### Bigelow-Sanford Locals

BIGELOW-SANFORD CARPET & RUG Co., New York, has prepared two series of five-minute recorded programs which it is releasing to dealers for local sponsorship. The first series, *Gladys Miller's Hollywood Room Recipes*, which was released in February, is a service-type program which has been used chiefly by department stores. The second series, comedy programs featuring Teddy Bergman, which will be distributed to dealers during March, has been prepared to meet the demand among rug, carpet and home furnishing dealers for an entertainment type of broadcast. Both series are recorded by Radio Events Inc., New York. Newell-Emmett Co. Inc., New York, is the agency.

RESULTS!

The "Yardstick" that never grows old.

•

It matters not what you say of this ad. WE WANT RESULTS! So do you . . . and WSOC is ONE station that sells and *sells!!* Let's get together . . . NOW!!!

WSOC Charlotte, N.C. an NBC Affiliate

—So WSPD Lost AN ACCOUNT

*Here is the Story!*

Leading Toledo Laundry started five quarter hour shows weekly to build new business, and on the seventh week had to quit in order to enlarge plant to take care of increased business.

| | |
|---|---|
| *1st WEEK* | *22 New Accounts*<br>*The Advertiser—Surprised* |
| *2nd WEEK* | *72 New Accounts*<br>*The Advertiser--Astonished* |
| *3rd WEEK* | *93 New Accounts*<br>*The Advertiser—Flabbergasted* |
| *4th WEEK* | *76 New Accounts*<br>*The Advertiser—Panicky* |
| *7th WEEK* | *Advertiser begged for suspension to remodel and enlarge plant.* |

Anyone interested in further proof of WSPD results may write Preston Thal, Manager of the Ideal Laundry, Toledo, Ohio.

*Studios:*
Commodore Perry Hotel,
Toledo, Ohio.

WSPD

*Transmitter:*
Perrysburg,
Ohio.

*National Representatives:* JOHN BLAIR & COMPANY

New York Chicago Detroit San Francisco

# *Four of the 105 Sponsors Using CBS Account for Fifth of Network's Income*

FOUR advertisers of the 105 using CBS facilities in 1936 were responsible for more than 20% of the network's total billing for the year, according to a revenue breakdown recently completed by CBS statisticians. Ford Motor Co., Campbell Soup Co., Liggett and Myers Tobacco Co., and Wm. Wrigley, Jr. Co., representing four essentials of modern American life, together spent $4,937,018 with CBS last year, 21.3% of the $23,168,148 that network received from all of its advertisers.

Analyzed by industries as well as by individual advertisers, the report shows that the makers of foods and food beverages alone account for 22.5% of the total; foods, drugs and tobaccos for 56.8%; and these plus automobiles, with their fuel and lubricating oils, for 74.6% of the total. Politics, which seemingly usurped the air during the late summer and fall months, surprisingly enough contributed only 3.4% of the network's 1936 income.

The CBS percentages correspond rather closely with those for the broadcasting industry as a whole as recorded in BROADCASTING'S 1937 Year Book Number (Page 27), with the exception of tobacco products, which account for 13.2% of the total CBS income, while totalling only 5.3% of the income for the industry as a whole.

The complete CBS 1936 figures, listed by individual advertisers classified according to industry, follow:

**AUTOMOTIVE**

| | |
|---|---|
| Chrysler Corp., Chrysler | $358,857 |
| Dodge | 5,291 |
| Plymouth | 130,699 |
| | $ 494,847 |
| E. I. du Pont de Nemours & Co. (Zerone) | 6,600 |
| Ford Motor Co., Ford | 1,456,773 |
| Lincoln | 72,125 |
| | 1,528,898 |
| General Motors Corp., | |
| Chevrolet | 97,335 |
| Pontiac | 98,700 |
| | 196,035 |
| Nash Motors Co. (Nash) | 89,790 |
| Packard Motor Car Co. (Packard) | 111,325 |
| Studebaker Sales Corp. (Studebaker) | 106,476 |
| TOTAL | $2,533,971 |

**CIGARS, CIGARETTES AND TOBACCO**

| | |
|---|---|
| American Tobacco Co. (Lucky Strikes) | $ 572,615 |
| Brown & Williamson (Kool, Raleigh) | 6,930 |
| Consolidated Cigar Co. (Harvester) | 48,750 |
| Liggett & Myers (Chesterfields) | 1,095,810 |
| R. J. Reynolds Tobacco Co., Camels | 954,149 |
| U. S. Tobacco Co. (Model, Dill's Best) | 374,670 |
| TOTAL | $3,052,924 |

**CONFECTIONERY AND SOFT DRINKS**

| | |
|---|---|
| Cliquot Club Co. (Gingerale) | $ 2,885 |
| Coca-Cola Co. (Coca-Cola) | 171,025 |
| Wm. Wrigley Jr. Co. (Chewing Gum) | 1,017,456 |
| TOTAL | $1,191,366 |

**DRUGS AND TOILET GOODS**

| | |
|---|---|
| Affiliated Products, | |
| Kissproof, Outdoor Girl | $163,457 |
| Louis Phillipe | 65,498 |
| Edna Wallace Hopper | 171,522 |
| | 400,477 |
| Bayer Chemical Co. (Aspirin) | 60,266 |
| The Bisodol Co. (Bisodol) | 282,568 |
| Colgate-Palmolive-Peet Co. | |
| Palmolive Soap | 508,089 |
| Shaving Cream | 369,828 |
| | 877,917 |
| Gillette Safety Razor Co. (Safety Razor) | 286,939 |
| Health Products Corp. (Feenamint) | 24,787 |
| Kleenex Co. (Kleenex, Quest) | 214,707 |
| Kolynos Co. (Kolynos Dentifrice) | 244,034 |
| Laco Products, Inc. (Soap, etc.) | 9,545 |
| Lady Esther Co. (Cosmetics) | 349,428 |
| Larned Co. (Hill's Cold Remedies) | 36,300 |
| Lehn & Fink Products Co. | |
| Hind's Honey & Almond | $123,354 |
| Lysol | 53,385 |
| Pebeco | 196,030 |
| | $372,769 |
| Lever Brothers Co. | |
| Lifebuoy Soap | $169,760 |
| Lux Toilet Soap | 715,819 |
| | 885,679 |
| Moonglow Cosmetic Co. (Nail Polish, Remover) | 6,560 |
| Chas. H. Phillips Co. (Dental Magnesia) | 56,171 |
| Pompeian Co. (Toilet Preparations) | 57,283 |
| Sales Affiliates Inc. (Zotos) | 116,390 |
| Vick Chemical Co. (Cold Remedies) | 134,969 |
| Wasey Products, Inc. | |
| Barbasol | 55,511 |
| Proprietaries | 246,681 |
| | 302,192 |
| Wildroot Co. (Toilet Prep.) | 145,915 |
| Wyeth Chemical Co. (Jad Salts) | 20,983 |
| TOTAL | $4,885,770 |

**FINANCIAL & INSURANCE**

| | |
|---|---|
| Beneficial Management Corp. Loans | $56,508 |
| Group of American Banks | 43,501 |
| TOTAL | $100,009 |

**FOOD & FOOD BEVERAGES**

| | |
|---|---|
| Campbell Soup Co. | $1,294,854 |
| Continental Baking Co. (Wonder Bread) | 639,572 |
| Corn Prod. Ref. Co. (Karo, Mazola, Kremel) | 242,265 |
| Cream of Wheat Corp. (cereal) | 105,688 |
| R. B. Davis Co. (Cocomalt) | 60,630 |
| Durkee's Famous Foods, Ltd. Foods | 2,700 |
| General Baking Co. (Bond Bread) | 175,370 |
| General Mills Inc. | |
| Bisquick-Kitchen Tested Flour, Soft-as-Silk, Wheaties, etc. | $758,690 |
| Wheaties | 95,806 |
| | 854,496 |
| Great A & P Tea Co. (A & P Coffees) | 566,060 |
| Hecker H-O Co. (Force & H-O Cereals) | 108,481 |
| H. J. Heinz Co. ("57" Varieties) | 306,006 |
| George A. Hormel Co. (Chili, Soup) | 58,518 |
| Illinois Meat Co. ("Broadcast" Products) | 16,196 |
| Knox Gelatine Co. (Gelatine) | 37,665 |
| Maltex Co. (Maltex Cereal) | 39,000 |
| Pet Milk Sales Corp. (Pet Milk) | 287,671 |
| Pillsbury Flour Mills Co. | 16,485 |
| Sperry Flour Co. | 9,500 |
| Ward Baking Co. (Bread and Cake) | 212,242 |
| Wheatena Corp. (Wheatena) | 183,345 |
| TOTAL | $5,216,744 |

**HOUSE FURNITURE & FURNISHINGS**

| | |
|---|---|
| Mohawk Carpet Mills Inc. (Carpets and Rugs) | $177,816 |

**JEWELRY**

| | |
|---|---|
| Elgin National Watch Co. | 85,884 |
| Tavannes of America (Watches) | 6,000 |
| TOTAL | $91,884 |

**LUBRICANTS & FUEL**

| | |
|---|---|
| Atlantic Refining Co. (Gas, Oil) | $291,162 |
| Barnsdall Refining Co. (Gas, Oil) | 4,045 |
| D. L. & W. Coal Co. (Blue Coal) | 46,562 |
| Gilmore Oil Co. (Gas, Oil) | 480 |
| Gulf Refining Co. (Gas, Oil) | 359,974 |
| Phillips Petroleum Co. (Gas, Oil) | 22,760 |
| Socony-Vacuum Oil Corp. (Gas, Oil) | 213,738 |
| Standard Oil Co. of Ind. (Gas, Oil) | 64,288 |
| Standard Oil Co. of N. J. (Gas, Oil) | 124,540 |
| Stewart Warner Corp. (Alemite) | 307,745 |
| Texas Co. (Gas, Oil) | 163,740 |
| TOTAL | $1,599,034 |

**MACHINERY**

| | |
|---|---|
| Carborundum Co. (Abrasives) | $82,365 |

**OFFICE EQUIPMENT**

| | |
|---|---|
| Remington-Rand Inc. (Office Equipment) | $256,300 |
| Royal Typewriter Co. (Office Equipment) | 42,500 |
| TOTAL | $298,800 |

**PAINTS & HARDWARE**

| | |
|---|---|
| Acme White Lead and Color Works (Lin-X, Paints and Varnish) | $60,096 |

## FINDING TALENT

### Weiss Urges Stations to Dig Up New Artists

Mr. Weiss

"WHILE 'big names' will continue to pack them in by the millions about radio receivers, so long as curiosity remains a fundamental trait of human nature, humble personalities will continue to capture and hold the hearts of the listeners," declared Lewis Allen Weiss, general manager of the Don Lee Broadcasting System in Los Angeles, when he was guest of honor and speaker Feb. 18 at the radio departmental meeting of the San Francisco Advertising Club. "The public always will find as much enjoyment as we have satisfaction, in making 'big names' of 'little ones'," said Mr. Weiss, who personally brought from obscurity many stars. His subject was "Big Names in Radio", and during his talk he stressed the responsibility of the broadcaster to be alert to find new talent.

MR. NELSON

of Blackett-Sample-Hummert, Inc.

Congratulations on your new position! We wish you every success. We haven't been able to talk to you personally, as yet, but suggest that you check WMBD's position in the prosperous Central Illinois market. We carry, we believe, more national and local advertising than any station our size in a market our size—served 96 national and 295 local advertisers last year, with advertisers doubling and trebling their budgets in the last 2 years. Results count. Let us show you.

MEMBER CBS NETWORK

WMBD · PEORIA, ILLINOIS

WGBI

880 Kc

IN THE CENTER OF YOUR DIAL

500 WATTS

SCRANTON, PA.

◆

The only station serving Northeastern Pennsylvania, the 3rd largest market in the state and the 17th in the United States.

◆

YOU MUST USE WGBI FOR COMPLETE COVERAGE IN PENNSYLVANIA

WNOX

Represents

The Most

Powerful Influence

In Building Sales

In The Rich

WNOX-KNOXVILLE MARKET

KNOXVILLE, TENN.

GET TEXAS MONEY!

Over Half Million Dollars a day Pouring from our East Texas Oil Field Alone!

KFRO

"Voice of Longview" - TEXAS

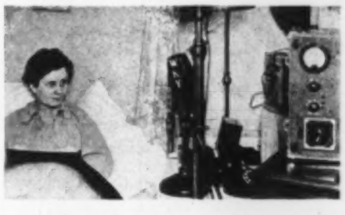
XUM

| | | |
|---|---|---|
| Pittsburgh Plate Glass Co. (Paints and Glass) | | 87,471 |
| TOTAL | | $147,567 |
| **RADIOS & MUSICAL INSTRUMENTS** | | |
| Philco Radio and Television Corp. Philcos | | $745,020 |
| Stewart Warner Corp. (Stewart Warner Radio) | | 28,990 |
| TOTAL | | $774,010 |
| **SHOES AND LEATHER GOODS** | | |
| Julian and Kokenge Co. (Foot-saver Shoes) | | $32,705 |
| **SOAPS, HOUSEKEEPERS' SUPPLIES** | | |
| American Home Products (Three-in-One Oil Co.) | | $18,170 |
| A. S. Boyle Co. (Old English Floor Wax) | | 112,055 |
| Colgate-Palmolive-Peet Co. | | |
| Peet's Granulated Soap | 17,680 | |
| Supersuds | 659,800 | |
| | | 677,480 |
| Cudahy Packing Co. (Old Dutch Cleanser) | | 42,090 |
| Fels & Co. (Fels Naptha Soap) | | 28,001 |
| Lever Brothers Co. (Rinso) | | 356,643 |
| Swift & Co. (Sunbrite) | | 73,659 |
| TOTAL | | $1,308,098 |
| **STATIONERY & PUBLISHERS** | | |
| Time Inc. (Time & Life Magazines) | | $70,660 |
| **TRAVEL & HOTELS** | | |
| Illinois Central R. R. (Travel) | | $10,110 |
| Thos. Cook & Son Ltd. (Travel) | | 5,740 |
| TOTAL | | $15,850 |
| **WINES & BEER** | | |
| G. Krueger Brewing Co. (Beer, Ale & Stout) | | $111,570 |
| **POLITICAL** | | |
| Democratic National Committee | | $225,849 |
| Good Neighbor League, Progressive National Committee and Non-Partisan Labor League | | 96,165 |
| Independent Coalition of American Women | | 9,600 |
| Jeffersonian Democrats | | 3,667 |
| National Union for Social Justice | | 6,630 |
| Republican National & State Committees | | 434,442 |
| Townsend National Recovery Plan | | 7,310 |
| TOTAL | | $783,663 |
| **MISCELLANEOUS** | | |
| American Tel. & Tel. | | $14,790 |
| E. I. du Pont de Nemours & Co. (Institutional) | | 308,159 |
| Los Angeles Bureau of Power & Light | | 2,323 |
| National Ice Adv. Inc. (Natural Ice, Ice Boxes) | | 217,330 |
| Scripps-Howard Newspapers | | 5,400 |
| Sears Roebuck & Co. (Mail Order) | | 145,340 |
| TOTAL | | $693,342 |
| GRAND TOTAL | | $23,168,148 |

## Boom in New Equipment At Havana Stations Noted

MUCH activity in the rebuilding and modernizing of broadcasting stations in Havana is reported from Cuba, with the 2,500-watt CMQ on 880 kc. taking the lead in ordering 25,000-watt RCA and General Electric equipment which is expected to be in operation by next September. The station, it is reported, has made a deal with the local Colgate - Palmolive - Peet Co. (Crusellas y Cia), largest Cuban radio advertiser, whereby its long and short wave (COCQ) transmitters will be known as the Colgate-Palmolive stations in return for a $15,000 cash payment.

CMQ will install a vertical radiator, the second in Cuba, for CMCY already has its 5,000-watt Blaw-Knox radiator in operation. CMBC and its shortwave adjunct COCH, partly owned by General Electric of Cuba, are working on a new 10,000-watt transmitter and expect to have it operating before the end of the year. Likewise CMX and its shortwave adjunct COCX are ordering new equipment through the local RCA and General Electric agents and will raise their power to 10,000 watts.



FROM BEDSIDE—When Aunt Susan, home service director of WKY, Oklahoma City, was confined to her bed by pleurisy, she continued her regular daily quarter-hour. Remote equipment was set up by her bedside.

### Romance at WSOC

DAN CUPID pursued his marital ways with a vengeance in the studios of WSOC, Charlotte, N. C., during the last few months. His arrow first struck Bomar Lawrence, sports reporter, who motored to Harlingen, Tex., last October to wed Martha Stack. Then on Christmas Day, Paul Norris, program director, took Ernestine Hedden to wife. On Jan. 2, Charles Glenn Hicks Jr., assistant program director, was married to Virginia Presnell, who resigned as office manager of WPTF, Raleigh, to become Mrs. Hicks. Finally, on Jan. 28 Dick Faulkner, WSOC special events man, went to Pittsburgh to marry Georgia Orwig, a musician.

## Federal Workshop Plans New Broadcast Course

THE WPA Radio Workshop will provide training opportunities for persons desiring to enter the field of educational broadcasting in a new six-weeks' session beginning April 5, according to the U. S. Office of Education. The Workshop is conducted by New York University in cooperation with the Educational Radio Project of the U. S. Office of Education.

Instruction and practice will be provided in four major fields of radio: Production and direction of programs, script writing, acting, and the use of music in radio. The Workshop staff is composed of Earl McGill, director of production; Lawrence Paquin, director of acting and microphone technique; Burke Boyce, director of script writing; Rudolph Schramm, music director; Philip Cohen, supervisor of student radio programs.

New Workshop studios have been installed by New York U at 20 Washington Square N., New York. The Educational Radio Project's production unit, also having headquarters in this building, is presenting five programs each week over NBC and CBS.

1000 WATTS
VT. N.H.
WNBX
SPRINGFIELD, VT.

## Salt-Shaker Microphone Placed on Market by WE

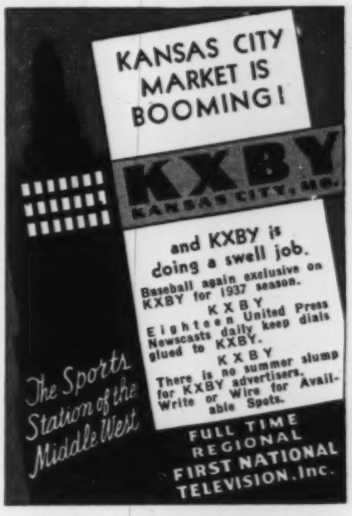
ENTER the "salt-shaker" microphone, newest adjunct of a family of radio devices that have been dubbed everything from "ribbon" through "eight-ball" to "ash-tray". The new instrument, announced by Western Electric Co., is a convertible type, resembling a salt-shaker in appearance, and can be changed from non-directive to semi-directive. It was developed for WE by Bell Telephone Laboratories, and is small, light in weight and moderate in cost.

According to WE, the microphone is well suited for studio work in stations, and also is adapted for outside pickups. It is labeled the 633A and can be mounted on desk or floor stand, or suspended from overhead, according to requirements. When adjusted for non-directional operation, the response of the new mike is balanced around an output level of —90 decibels throughout the frequency range from 40 to 10,000 cycles. With the directional adjustment, its response is substantially the same throughout the low frequency range, with a gradual rise in level from —90 db at 2,000 cycles to —80 db at 9,000 cycles. A small detachable disc supplied with the mike makes it possible to use the unit for a variety of applications, it is claimed, particularly for "close-talking" purposes.

THE FOURTEENTH annual National Music Week May 2-8 to be dedicated to the fostering of local music talent, will be observed by networks and stations with special programs.

### New Script Feature

SPONSORED by Hi-Speed Co. (gasoline) and heralded as a worthy successor of the *Jimmy Allen* series, a new three-a-week script show titled *Adventures of Harry & Mazie Allen* made its debut Feb. 22 over WJR, Detroit, featuring the humorous adventures of a typical American business man and his wife. Its principals are Dale T. Mayrs, formerly production manager of WKBN, Youngstown, who recently joined WJR, and Thelma Gibson, formerly with WKBN and WLW, Cincinnati. New program is heard Mondays, Wednesdays and Fridays, 7:30 p. m. (EST), with "Bud" Mitchell announcing.



KANSAS CITY MARKET IS BOOMING!
KXBY
KANSAS CITY, MO.
and KXBY is doing a swell job.
Baseball again exclusive on KXBY for 1937 season.
KXBY
Eighteen United Press Newscasts daily keep dials glued to KXBY.
KXBY
There is no summer slump for KXBY advertisers. Write or Wire for Available Spots.
The Sports Station of the Middle West
FULL TIME
REGIONAL
FIRST NATIONAL TELEVISION, Inc.

Facts!
On the Upswing!
The Baltimore market shows the following increases over that of a year ago:
17.7% in industrial payrolls
90.3% in building permits
22.4% in exports
31.0% in imports
21.2% in new passenger car sales
To sell this progressive audience, the wise radio buyer will select WBAL, the most powerful station in the State of Maryland *and at the lowest cost per listener in Maryland.*
WBAL
*Maryland's Only Clear Channel High Power Station*
BALTIMORE, MARYLAND
National Representative: HEARST RADIO
NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DALLAS

## Standard Milling Spots

STANDARD MILLING Co., New York (Hecker's, Ceresota and Aristos flours) is using three transcribed announcements weekly on 21 stations in addition to extensive newspaper space in a six-week campaign. The announcements feature a "bargain offer" of a five-piece baking set for a label from a flour bag plus 25 cents. Benton & Bowles Inc., New York, placed the campaign which includes announcements in Polish on WBNY, in Portugese, French and English on WNBH, in Italian on WELI and WPRO, and in English on WOKO, WIBX, WHN, WMCA, WNEW, WOV, WBBM, WENR, WMAQ, KWK, KYW, WBRE, WMAS, WSYR, WBEN, WESG and WHEC.

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

**Advertise in Connecticut where people have MORE MONEY to spend. Federal income tax collections for 1936 were 38.7% higher than in 1935, as against 25.7% for the United States.**

Basic Network Station of the Columbia Broadcasting System

# WILL THE MOVIES GO RADIO?

## Dr. Voeller Sees Studios About to Sponsor Own Programs; Discusses Plans for Television

An Interview With
Dr. W. H. VOELLER
Vice-President, Conquest Alliance Co.

By NORMAN R. GOLDMAN

Dr. Voeller

WILLIAM VOELLER had just returned from Hollywood where he had spent three months. Since 1933 he has been a radio man and before that had been associated with such important motion picture companies as UFA, the largest European film company, and Paramount Pictures Inc. If anyone could feel the pulse of the picture industry relative to radio, that man was Dr. Voeller.

Dr. Voeller, a tall, courteous young man whose quiet manner bespoke knowledge of his subject, answered questions without hesitation.

Q.—Dr. Voeller, have you observed any change in the attitude of the motion picture industry toward radio since you left Paramount?

A.—Definitely! When I gave up motion picture work to enter the radio field in 1933 my friends warned me against uncharted waters. Today all Hollywood is radio conscious although nobody seems to know which way to turn. When I visited with a studio executive or a player the subject inevitably turned to radio.

Q.—What did they want to know?

A.—Oh, a million and one things. Studios asked such questions as "What shall be ,our radio policy?" "How can we economically promote our artists and pictures through radio?" "How soon will television come?" "How will television effect our business?" "How shall we prepare for it?"

Q.—What are they doing about it?

A.—Surprisingly little — nearly everything is in the discussion stage. However, studio executives are beginning to realize that radio is a force that must be reckoned with; and action must inevitably follow.

Q.—How do you mean that?

A.—They realize they must understand radio and cooperate with it to their best advantage. They can't wave it aside any longer. One studio now is quietly and earnestly engaged in laying a solid framework for its radio policy and operations.

Q.—Do you mean Warner Brothers?

A.—Yes. And don't think for a moment that the other studios will permit them to get too far ahead.

Q.—What will they do?

A.—That's a difficult question. For one thing, I believe motion picture companies will soon become important radio advertisers.

Q.—But why? Haven't picture companies for a long time relied on the publicity received by their stars during programs sponsored by Campbell Soup, Lux and a host of other advertisers? Haven't they felt such radio publicity sufficient for their purposes?

A.—They may have, in the past, but today they feel the need for closer control over the radio performances of their stars. There have been objections to the type of material given to stars. Then, too, the salaries paid players for single radio appearances sometimes are so steep that they dissatisfy the stars with their studio salaries and cause the studio considerable difficulty. The exhibitors also are complaining about the frequent broadcasts of motion picture stars which are spread over nearly every evening hour of the week and which they claim result in loss of theatre attendance.

Q.—How do you think the studios propose to answer all these objections?

A.—By sponsoring programs of their own. I think before the year is out at least one company will have an hour show on a coast-to-coast network and that means that the others will follow. The studio will limit its program to one hour once a week, combining its talents into a show that will attract a maximum audience. The program can be broadcast late in the evening, probably from 10 to 11, when most of the theatre-goers the country over already have returned to their homes. Then they can control the roles delegated to their players, probably featuring them in excerpts of pictures they want to promote.

Q.—Won't the cost of such a program be an obstacle?

A.—It shouldn't be. Don't forget, the motion picture industry spends millions on newspaper, magazine and billboard promotion every year, when none of these media is equipped to do the job as well as radio. Then, the artist would certainly be willing to give his services without additional charge, especially if studios will incorporate a special radio clause in their contract with the artist.

Q.—Wouldn't an advertiser outside of the motion picture field find it profitable to arrange with a studio to sponsor such a program?

A.—Ford Motor Co. thought of this not so long ago and tried to work it out with MGM but the cost was prohibitive.

Q.—Would such studio sponsorship eliminate outside performances by motion picture stars?

A.—I don't think so. However, I believe that the studios will closely control the radio broadcasts of their stars and permit them very few, and only the most desirable, outside radio engagements.

Q.—Did you hear much talk of television in Hollywood?

A.—Yes, much more than you might imagine, although no one seems as yet to visualize what will happen when television comes. Only one studio, Warner Bros., is definitely working toward that day.

Q.—And the other companies?

A.—They don't seem to realize that television, particularly in its early days, will make elaborate use of films. Television in Europe, for instance, is using 35 millimeter film reduced to 17½ millimeters. This will open a definite new market for the cheaper "B" pictures and shorts.

Q.—Why do you specify "B" pictures?

A.—"A" pictures costing over $500,000, and a great number of the "B" pictures would be far too expensive for advertising purposes. However, inexpensive "B" class films and shorts would be purchased by radio advertisers.

Q.—Then the motion picture companies would really be in the radio business?

A.—Yes, unless they want to be forced out of the running, as happened in England, where the BBC is building its own motion picture studios because the film industry refused cooperation on television problems. And, so, one of the burning questions in Hollywood today is, "Will the radio industry finance its own companies to produce film?"

Q.—Are they doing anything to answer this question?

A.—I think that motion picture companies will soon look for affiliations with networks, individual stations, and radio program production units.

## Teachers' Group Honors Child Program on WSM

SELECTED as one of the outstanding children's programs being broadcast today is *The Story of the Shield* broadcast three late afternoons weekly by WSM, Nashville, operated by National Accident & Life Insurance Co. and known as "the shield station" because its call letters refer to *We Shield Millions*. The selection was made by the *English Journal*, published in Chicago by the National Council of Teachers of English through John J. DuBoer, assistant editor.

WSM is accordingly making recordings of each of the shows for the periodical, which intends to use them in a series of experiments to test the interest value, retention of information, inspiration, etc., among children. The insurance company issues a water color book which is offered during the show, of which 1,250,000 were distributed last year — a book of pictures to be hand-colored by boys and girls.

HARRISON HOLLIWAY, manager of KFI, Los Angeles, has been appointed chairman of the radio departmental meeting scheduled for the Pacific Advertising Clubs Association convention to be held at Salt Lake City in July.

TESTED

SINCE 1923

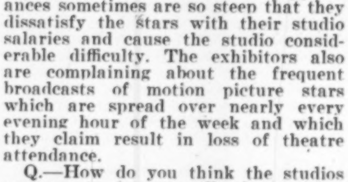
RADIO STATION KFH—WICHITA, KANSAS

- A New Power Increase 5000 WATTS DAYTIME
- 722,700 Consumers KFH Primary
- 1,177,500 Consumers KFH Secondary
- 1,545,500 Consumers KFH Occasional
- 3,445,700 Consumers KFH Total
- 594,500 Radio Homes KFH Service Area
- $1,440,572,000 Spendable Income

KFH
Wichita, Kansas

Basic Supplementary
CBS

National Representatives
EDWARD PETRY & CO.



## AGENCIES AND REPRESENTATIVES

SEARS Co., Chicago, and Hibbard Ayer, New York, have merged into the new firm of Sears and Ayer, exclusive station representatives. The new organization, which retains the offices and personnel of the two former companies, is already representing WWNC, Asheville. N. C.; WPG, Atlantic City; and WSOC, Charlotte, N. C., in both cities.

BENTON & BOWLES Inc., New York, has promoted Chester McCracken to the position of business manager of the radio department, where he will handle all contracts for time and talent.

BOB KAHN, account executive of Dade B. Epstein Agency, Chicago, is also handling publicity for radio stars. Included in his list of clients are Anne Seymour, Fayette Krum, Gale Page and Betty Winkler.

WALTER BIDDICK Co., Los Angeles station representatives, has been appointed Pacific Coast sales representative for CFCN, Calgary, Canada.

PRESTON H. PUMPHREY, formerly with Benton & Bowles Inc., Fuller & Smith & Ross Inc., and NBC, has been appointed manager of the radio department of Cecil, Warwick & Cecil Inc., New York, succeeding J. H. McKee, who is leaving New York for a South American cruise early in March.

GRIFFITH B. THOMPSON, formerly sales manager of WBZ-WBZA, Boston - Springfield, and more recently with the NBC sales staff in New York, has been appointed radio director of Bermingham, Castleman & Pierce Inc., New York.

TED STEELE, space buyer and production man of Louis Glaser Inc., Boston agency, has joined Benton & Bowles Inc., New York, in the research department. Everett Doten, assistant to Steele, fills the vacancy in the Glaser organization.

ROBERT B. RAINS, for three years in sales and promotional work for Cities Service Co., on March 1 becomes Detroit radio man for Kelly-Smith Co., newspaper and radio station representative which now represents WROK, Rockford, WSGN, Birmingham, and WSJS, Winston-Salem.

BUCKINGHAM GUNN, production man at J. Walter Thompson Co., Chicago and Miss Janet Fargo, of the CBS Chicago office, recently announced their engagement. Mr. Gunn produces the *Bowman Fireside Theatre* and *The Northerners* on WGN, Chicago.

MISS RUTH BENNETT, formerly with the Chicago office of *Delineator* magazine and recently with Free & Peters Inc. in Chicago and New York, has joined the New York office of Joseph Hershey McGillvra, station representatives.

K. J. (Kayjay) HOLLINSHEAD, at one time on the sales staff of WMCA and the American Broadcasting System, has joined the New York office of Roesler & Howard Inc. Hollinshead, a brother of M. A. Hollinshead, vice-president of Campbell-Ewald Co. of New York, was formerly assistant sales manager of the Brennan Cole Corp., New York. He was also circulation manager of "Association Men" and an executive of Stuart & Hollinshead Inc., direct mail specialists.

FRED SCHNAKE, formerly with WISN, Milwaukee, has joined E. J. Morrison Adv. Agency, Milwaukee, to head a new radio merchandising department.

MORTON D. BOLTON, for the last six years with Batten, Barton, Durstine & Osborn as assistant to C. E. (Ned) Midgley, on Feb. 8 joined the New York staff of Craig & Hollingbery Inc., station representatives.

## To Milwaukee Agency

Mr. Peck

THE appointment of Howard L. Peck as radio director of Hoffman and York, Milwaukee agency, has been announced by Harry G. Hoffman, managing partner. Mr. Peck for the last two years has been program director of WISN, Milwaukee, and formerly was with the old WHAD in that city. At WISN he directed and produced the German beer garden program *Down by Herman's*, now in its second year on CBS. He has also served as business manager of the Wisconsin Players, Milwaukee's little theater. Among Hoffman & York clients using radio are the Justrite Co., Milwaukee (bird food) and the Milwaukee Gas Light Co.

## New Venture for Wylie

C. ELLSWORTH (Dick) WYLIE, formerly general manager of the Don Lee Broadcasting System, Los Angeles, who now operates his own advertising agency in that city under the firm name of C. Ellsworth Wylie Co., will head a new $200,000 organization identified with the amusement field, specializing in radio and motion picture production. Incorporation papers, under the firm name of Trojan Corp., Los Angeles, were filed last month in Sacramento, Cal. Wylie stated that he will continue his advertising agency, the new corporation being a subsidiary, and still in the stages of organization. He will name his associates in the venture at a later date.

## Rolls Razor Campaign

LEE & SCHIFFER Inc., New York (Rolls Razor), will start a 13-week radio campaign March 14, using a quarter-hour transcribed variety program produced by B. Charles-Dean and featuring Doris Hare, Al and Lee Reiser, Glenn Darwin, Jean Ellington and the Three Marshalls. Series, recorded by Decca Records Inc., is placed through Kimball, Hubbard & Powel Inc., and will be broadcast on Sunday afternoons on WBZ-WBZA, WOR, WJSV, WTAM, WBBM, KNX, KGO.

WIL

THE PIONEER COMMERCIAL STATION IN ST. LOUIS

FIRST in St. Louis to broadcast a Stamp Collector's Program!

## Sidney Garfinkel Agency Plans Announcing Award

SIDNEY GARFINKEL Adv. Agency, San Francisco, is conducting an announcers popularity contest which began Feb. 23 and will close March 16, and open only to regular staff announcers of KPO, KGO, KFRC, KSFO, KYA, KJBS and KGGC. Rules drawn up by the agency state that "featured announcers who entertain as well as sell shall be automatically disqualified; that the contest is open only to announcers who take regular turns on both sponsored and sustaining programs." Judges are nine local radio writers and commentators. They have been supplied with form charts and columns of ratings to be filled in as various announcers are heard. No names, dates or hours of announcing are revealed and diction, sincerity and effectiveness are the points on which contestants are judged. A permanent trophy will be awarded to the winning announcer and a trophy will be presented to the station for which he broadcasts, the latter to be retained only one year.

## Reps' Florida Branch

OPENING of a branch office in Jacksonville, Fla. on March 1 was announced Feb. 22 by Craig & Hillingbery Inc., station representatives. The office will be headed by Harry E. Cummings, formerly with WJAX, Jacksonville, and he will cover the Florida territory along with New Orleans, Atlanta, Savannah and other cities. Mr. Cummings will have his office at 306 Florida National Bank Bldg.

Where Business Is Good

WHERE BUSINESS IS GOOD

does not necessarily mean that every medium will bring the desired results in the Favored Region.

Get the coverage you pay for!

Get the merchandising service you expect.

WBIG, in Greensboro, has a loyal audience and also a loyal advertising clientele. Both of these blessings are due to one cause — the high standards set and jealously maintained by WBIG. The popular preferences thus created have kept some of the station's advertisers on its air continuously for more than four years.

SUCCESS IS A HARD HABIT TO BREAK!

*Edney Ridge, Director*

IN GREENSBORO, N.C.

At the TOP 550 in San Antonio

"SAN ANTONIO—
★ Home of the Alamo,
Gulf Breezes and Sunshine"

and

—home of some 900 factories—of the largest military establishment in the United States—more than $80,000,000 is spent annually in San Antonio retail stores.

—commercial and financial capital of progressive South Texas—more than 2,000,000 people with a spendable income approaching $1,000,000,000.

★ *Winning slogan in Chamber of Commerce—KTSA Contest—more than 12,000 entries—winner announced January 10, 1937.*

KTSA
SAN ANTONIO, TEXAS

HEARST RADIO

*NATIONAL REPRESENTATIVES:*
*NEW YORK CHICAGO SAN FRANCISCO*
*LOS ANGELES DALLAS*

### Troupe to Hollywood

ACCOMPANIED by Irving Grossman, manager of the Artist Bureau of WHO, Des Moines, Al Clauser and Tex Hoepner of Clausner and His Oklahoma Outlaws, cowboy band on the staff of WHO, left Des Moines Feb. 28 to begin production March 6 on a motion picture to be filmed by Republic Productions Inc. They will also make a series of transcriptions and recordings, including several original new songs.

KIRO
SEATTLE
1000 Watts 710 KC

KIRO LOOIE SAYS:
"There is always a new way to do things."

NATIONAL REPRESENTATIVES
John Blair & Co.
NEW YORK CHICAGO
DETROIT SAN FRANCISCO

# Keeping Transmitter Upkeep Down

By E. M. SOLLIE

*Westinghouse Radio Operator, KDKA, Pittsburgh*

## A Gadget Here and a Tinker There and Actual Expense Of Equipment May Be Reduced to a Marked Degree

THE OPERATING costs of a radio broadcast transmitting plant are principally, salaries for operating personnel, maintenance (tube and equipment replacements,) power, telephone lines, depreciation charges, taxes and insurance. These costs are all somewhat dependent upon initial expenditures for buildings and equipment and generally cannot be reduced except possibly where new installations are contemplated. In the event a new installation is under consideration the greatest care should be given to the choice of site and equipment not only from the viewpoint of initial expense but also future maintenance and operating costs.

For example: The item of telephone line costs as a rule can only be cut by reducing the number of lines from the studio to the station to the fewest possible for uninterrupted service. Thus, in the selection of a site for the location of a new station, the length of lines necessary and their costs should enter into the consideration of the choice of location as this item is usually a large one on the monthly cost sheet.

Operating personnel costs are generally dependent upon the complexity of the equipment as originally installed, and once established are difficult to reduce.

Unless consideration has already been given in light of modern practice, the main item of economy, which may be exercised at the transmitting station, is the saving of power used to operate the transmitter. There are of course four distinct classifications of transmitters.

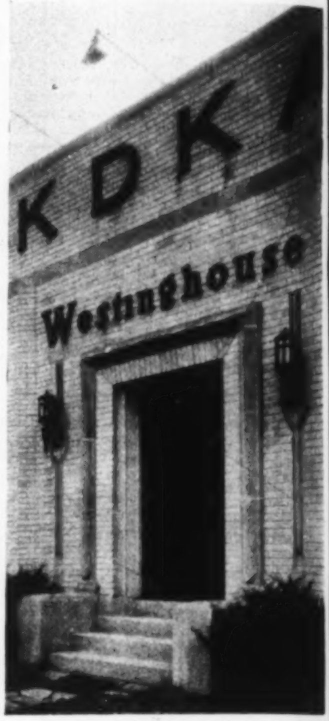
It is not intended here to discuss the merits or demerits of each type. It is important, however, to know whether each classification with its advantages or disadvantages has been considered.

In the case of an existing installation a study of the class of transmitter amplification used with the view of economizing may point to some profitable changes. For instance, it may be desirable to change Class C radio frequency amplification with high level Class B audio modulation. To illustrate: With a Class B radio amplifier the plate efficiency is approximately 30 to 33%. Its power input is constant at approximately three times its carrier output. Low efficiency operation necessitates large tubes operating at high plate voltages. Therefore, the cost of operation both from the power and tube standpoint is fairly high. If, however, Class C radio frequency plate modulated amplification is used the transmitter operates at a plate efficiency of approximately 70 to 75%. Its constant power input is about half that of the Class B radio amplifier. It also has a tube complement approximately half the Class B radio amplifier.

When a Class C radio frequency amplifier is modulated using the Class B audio the power input varies from slightly less than twice to almost three times the carrier output. In broadcast transmission the average percentage of modulation over any given period of time is low, thus the total kilowatt hours consumed by the Class C radio frequency amplifier modulated by a Class B audio amplifier is considerably less than that consumed by the Class B radio amplifier. On the other hand when water-cooled tubes are used in the plate modulated Class C radio amplifiers they are subjected to considerably higher voltage peaks than is the case when operated in an equivalent Class B radio amplifier. It thus becomes important to analyze the individual requirements for each type of transmitter in order to insure power savings without sacrificing good tube life.

### Long Live Tubes!

Next in importance are practices in transmitter operations which will lengthen the life of tubes. Let us enumerate some of the well-known instances which contribute to tube life. First, where allowed by the Commission's rating of power tubes, the use of sufficiently large tubes to permit filament operation at 5% or 10% below normal voltage (5% decrease in filament voltage will double the life of the tube provided its life is ended by filament burnout). Second, avoid frequent abnormal or current surges. Third, avoid overheating, fourth, guard against an undue number of service cycles and as much as possible the unnecessary handling of tubes particularly in their removal from the sockets, and fifth, periodically reverse filament leads of tubes heated by direct current.



In the case of water-cooled tubes, be careful to give the filaments ample time to warm up before applying voltage to the plates. After the transmitter has been shut down do not stop the cooling water flow until the tubes have had a chance to cool off.

Another power saving may be made, though advisable generally only in a new construction, through the use of alternating current as filament power, thus eliminating all direct current motor generators with their attending high first cost and maintenance difficulties.

An item which may prove expensive and is worthy of consideration in most cases during the winter months, is the heating of

2 for 1 SALE

WIS WPTF

2 good stations at 1 low rate. A regular 2 for 1 sale, giving you double coverage of the rich Carolina cotton-tobacco section. When you want double results for a single price, buy the Carolina Combination.

S. C. N. C.

The CAROLINA COMBINATION

WIS
COLUMBIA, S. C.
5000 WATTS
NBC

WPTF
RALEIGH, N. C.
5000 WATTS
NBC

*Represented by Free & Peters, Inc.*

KOMO
5000 Watts L.S.
NBC Red

SEATTLE
WASHINGTON

KJR
5000 Watts
NBC Blue

National Representatives — Edward Petry & Company

the station building. In large stations, fuel may be saved if available heat is fully utilized. Due to the fact that electrical equipment is not 100% efficient, there is necessarily a loss of power in the form of heat which is normally dissipated by the cooling water system.

In most cases this heat is dissipated outside of the building proper except stray radiation from the tubes, water hose and water piping. At KDKA the cooling of the tube-cooling water takes place by using heat interchangers having parallel water paths through which the heated tube water is circulated and at the same time cold water is circulated through an adjacent portion. The cold water is obtained from an outside source and in the case of KDKA through a large outdoor pond. Under the present operating schedule the heat generated by approximatelv 75 kw. is dissipated by the water system from the several transmitters operated for broadcast and shortwave work.

### Salvaging the Btu's

In order to transfer this normally wasted heat into the operating room for heating purposes, a system of horizontal heaters was installed along the brick wall behind the transmitter units and connected to the tube water system so as to by-pass the heat interchangers. By regulating the amount of water flowing through the room heaters and the interchangers, the water temperature is kept at a safe value below the point of danger to tubes but still sufficiently high so as to permit the room-heaters to actually dissipate heat into the surrounding air. It has been found that this system frequently permits the shutting down of the pond pump for fairly long intervals, resulting in an additional saving of power. The system as installed was relatively inexpensive and readily paid for itself.

In many cases a similar arrangement embodying the principles outlined could be installed using a cooling pond or an outdoor radiator system. In the latter case, the radiator units may be installed in small "houses" located either inside or outside the main building and connected with the system so that the air from these houses can be circulated through the building. The same system of air ducts is of course available during the summer to remove hot air from the interior of the building, benefiting both the operating personnel and the equipment.

Additional slight savings may be made in the power bill by the personnel exercising some discretion in the use of the lights in the building. In the case of large installations it is common practice to have the transmitter equipment placed so that the heavy units are located in the basement and the RF units upstairs. Unless anticipated, light switches are frequently located in such a position that the operators leave the basement lights turned on. With care, switches may be installed so as to cut the light cost to a minimum without in any way depriving the operating personnel of adequate lighting. In the case of the tower warning lights, automatic photo-electric cell control should be provided so this equipment will only be on when needed.

Additional economies may be practiced by carefully and systematically checking every possibility. Although a small item, it may be found that the operation of cooling fans directly from the resistor unit is possible by utilizing the voltage drop occurring in the unit. This same idea may be used for safely cooling power grid leaks and dropping resistors in the main plate supply lead. In the latter case the fan must be insulated from ground.

BIRTHDAY—Edna Parsons, of the continuity staff of WTIC, Hartford, cuts birthday cake as Paul W. (Fritz) Morency, manager of WTIC and one of the most popular figures in the industry, looks on. The occasion was the twelfth anniversary of WTIC, observed Feb. 12.

## VISUAL REMOTES

### British to Test Television Relay Field Car

TO MAKE available remote pick-up points for television broadcasts, the British Postoffice Department is reported planning to lay a coaxial cable around inner London so that "outside" visual broadcasts may be made with the new television van recently acquired by the British Broadcasting Corp., according to a report from Henry E. Stebbins, assistant American trade commissioner in London.

The cable will be tapped at various places as occasion requires, probably during the Coronation next May 12, making it possible to relay the full-range image impulses to the Alexandra Palace transmitter for broadcasting purposes. In addition to feeding pictures from the field car's camera to the coaxial cable and thence to Alexandra, the van will have an ultra-shortwave transmitter to handle the synchronized sound.

WEBC
Tells Your
Story In
AMERICA'S
SECOND PORT
DULUTH & SUPERIOR
●
*And on the*
IRON RANGE IT'S
WMFG
HIBBING
WHLB
VIRGINIA

## Chicago College Council Has Ten Chain Features

AS EVIDENCE of the growing cooperation between the commercial broadcasters and the educational interests the University Broadcasting Council of Chicago points to the fact that since its beginning 16 months ago with two network broadcasts a week it has grown to a present network schedule of ten weekly features. The UBC, operating under the cooperative sponsorship of the University of Chicago, Northwestern University and De Paul University, fills three-and-a-quarter hours of sustaining time on MBS, CBS and NBC. A statement recently made by Allen Miller, director of the UBC, points out that the networks have given some of their choicest spots to these educational broadcasts, which, he says, "is evidence of the thorough and growing cooperation between the operators and education."

The Mutual network carries six of the UBC's ten network productions: *Great Music of All Churches*, *Let's Talk*, *Northwestern U's Reviewing Stand*, *International House Forum*, an organ recital, and the dramatic *Men of Destiny*. CBS carries the *Northwestern University Bookshelf*, and NBC broadcasts the *University of Chicago Round Table* and *Science in the News*. The Council also produces nine programs broadcast locally each week, including the *Old Judge* series of legal dramas.

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IN THE interest of a drive for under-privileged children, the Signal Oil Co. sent its entire company of *Carefree Carnival* artists to Oakland, Feb. 27, for this year's annual charity dance and show by the Dad's Club.

## Television Institute

FORMATION of Television Institute of America, to operate a radio and television school in Kansas City, was announced Feb. 16, as the outgrowth of litigation which resulted in the separation of the principals in the new organization from First National Television Inc., Kansas City, operating KXBY, high-fidelity station. G. L. Taylor, who recently resigned as vice president and head of the Training Division of First National, is president of the new organization. Directors named in the application for charter are Arthur B. Church, president of KMBC, Kansas City, formerly identified with First National; J. Leslie Fox, commercial manager of KMBC, J. B. Woodbury and Wilfred Wimmell.

RESULTS!
COUNT MOST
Let us acquaint you
with our work.
RADIO STATION REPRESENTATIVES
NEW YORK CHICAGO
WEED & COMPANY

Don't Overlook
A Good Bet!!

Let us show you conclusively by means of our engineers' survey of field strength measurements, just issued, that we are capable of completely blanketing the Los Angeles Metropolitan Trading area.

ASK FOR YOUR COPY
WATCH
KEHE
780 KILOCYCLES
LOS ANGELES, CALIFORNIA
A Member of the California Radio System
National Representative: HEARST RADIO
NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DALLAS

XUM

Always!

SAY... or DIAL... or CALL...

Postal Telegraph

No matter what point you want to reach ...whether it be in 80,000 places in the United States or Canada or in all the world beyond, send your message via Postal Telegraph.

For Postal Telegraph is the only American telegraph company that offers a world-wide service of co-ordinated telegraph, cable and radio communications under a single management.

Postal Telegraph will speed your message to the other end of the town or the other end of the world...with accuracy... with dependability. And when you send a message via Postal Telegraph by telephone, charges will appear on your telephone bill.

THE INTERNATIONAL SYSTEM

**Postal Telegraph**

Commercial Cables

All America Cables

Mackay Radio

# *Success of Broadcasts Creates Danger Of Over-Selling, Says John B. Dolph*

INTELLIGENT and persistent use of radio advertising is the most powerful medium in the world today in affecting the lives and directing the attention of more people to the same subject at the same moment, John M. Dolph, CBS Pacific Coast sales manager in San Francisco declared recently when he was guest of honor and speaker at the Los Angeles Advertising Club meeting. During his talk, "The Air Bites Shrewdly", Mr. Dolph gave a word picture of radio's progress during the past ten years, since he last spoke before the Advertising Club. He stated that the industry, despite many trials and tribulations has made great strides and amplified his statement with fact and figures.

"During the past ten years many things have transpired," Dolph said. "We have seen business, for 24 dizzy months climb to a new and glittering pinnacle, then fall, and for eight long years limp part way back. Yet, while factories were closed, while industrial stocks were begging for a buyer, while farms were profitless, the number of radio homes in the United States increased from 6½ million to 26 million. It surpassed automobile ownership by almost 6 million and installed 3 million sets in cars for good measure, outstripped the telephone as a means of contact with the world outside the home. Score: Telephone 11; radios 26 — in millions.

"Dr. Daniel Starch found, in an unbiased national survey that the sets in operation averaged 4 hours and 48 minutes a day. So people are *using* their 26 million sets. What people? Are they poor? Or rich? Starch also found that the difference in listening habits between families of $5,000 a year or more and of $2,000 a year or less was simply a matter of minutes.

"In 1935 alone the radio listeners of the United States spent the vast sum of 367 million dollars—more than a million dollars a day—for sets and tubes. Then they spent an additional 154 million for electrical power with which to operate them. But enough figures, though they represent one of the most interesting and important stories of American business history. Even at that they represent only half the story . . . the listener half. The rest of the story is how *advertising* has played its part in this development and profited by it. We of broadcasting business have become so used to thinking and talking of our audience, like Andy, in terms of 4 million, 5 million, that we sometimes forget a great part of this development came, not from the large advertiser, but from the small one. Consequently I shall not dwell in my brief talk on Chesterfield's record in reaching 12 million families, different families, in four months. Or Philco's 10 million families in 18 months, or Time's 11 million in 7 months.

"But I would like to tell you one success story, the story of a shoe merchant in a nearby city who bought, after some persuasion, a local program. He decided to run a contest for boys. The prize was to be a beautiful shiny streamline bicycle. One of the phases of the contest required the boys to bring pairs of old shoes to the store, whereupon they would receive a certain number of votes toward the prize. After the third day of the contest the merchant called up the station and in a distressed voice asked that each contestant be limited to 100 pairs. He had his store filled with old shoes.

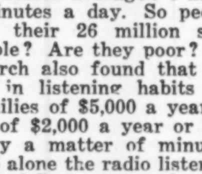
"Despite this precaution, when the smoke had cleared away and one small boy had ridden proudly away on his bicycle, there were enough old shoes in the store and in a quickly-rented warehouse nearby, if sold at the prevailing price of 25 cents a pair, to pay for the entire campaign. I might add that he didn't sell the old shoes; he gave them away. He sold plenty of new shoes, however.

"All radio results have not been so dramatic, however. As a matter of fact the economic history of broadcasting is somewhat marred by the equally dramatic failures of campaigns sponsored by people who expect too much of radio; too much, too soon. It is largely because of these outstanding successes that the radio salesman of today has, as his most difficult job, to avoid over-selling his medium."

## CCIR Delegates

AT A meeting Feb. 24, the FCC recommended E. K. Jett, assistant chief engineer in charge of telegraph, and Gerald C. Gross, chief of its International Section, as representatives of this country at the International Radio Consulting Committee meeting in Bucharest in May. The appointments must be approved by the State Department and made by the President. State, Army and Navy delegates also will be named. The meeting is preparatory to the International Telecommunications Convention to be held in Cairo, Egypt, early next year.

Covers the Islands like the waters cover the sea.



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KHBC
HILO, HAWAII

KGMB
HONOLULU, HAWAII
FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. CHICAGO, 100 N. LaSALLE ST

THE ONLY NBC BLUE NETWORK STATION
*Between* ST. LOUIS *and* DENVER
WREN
CENTRALLY LOCATED TO SERVE—
KANSAS CITY, TOPEKA *and* ST. JOSEPH

# General Adoption Of Transcriptions By Public Claimed

## Discs Show Improved Quality And Offer Many Advantages

By STORM WHALEY
Manager, KUOA, Siloam Springs, Ark.

Mr. Whaley

"THIS is a transcription." Every day these four words still poison the pleasure of many a radio listener, but as time goes on, the public at large is becoming more and more reconciled to the use of transcriptions by radio stations. The past year has seen a startling trend toward transcriptions and even in some cases transcriptions are preferred to talent broadcasts; but why shouldn't they be preferred, because by transcription every station has available every moment the world's outstanding talent.

Yes, talent will tell. Of course, the poor harassed listener, up to comparatively recently, had good reason to twist his dial away from transcriptions and transcribed programs. In the olden days of broadcasting, the quality of a broadcast recording was judged by its ability not to repeat (broken record fashion) and if the scratch was not louder than the recorded music, the record was indeed a success, but today our bold challenge to any listener, no matter how discriminating, is to identify the new type transcription as anything but living, breathing talent. The absolute clarity, the brilliance and sparkle of real life talent has been brought to "wax".

How many listeners have heard a radio transcription and said, "Oh, just an old recording." But it was not just an old recording. No, indeed! It was an electrical transcription and what a difference! A transcription is built or recorded exclusively for broadcasting. It would sound like a Thanksgiving nightmare on your own phonograph. A transcription is usually of about the same diameter as a wornout dishpan and contains 15 minutes worth of political propaganda, popular music, funeral parlor music, comedy, or just plain foolishness, while the recording, the size of a new piepan, is strained to hold more than five minutes of anything.

The greatest difference between recordings and transcriptions lies in the size and in the speed at which they must be reproduced. Recordings, as if they are anxious to have their hideous business over, must be reproduced at approximately twice the speed demanded by a stately transcription.

One of the best barometers of the public's acceptance of ideas in radio is the extent to which these ideas are accepted and used by sponsors. The reason for this is very simple. When a man pays money for advertising, he will naturally try to find the most popular medium and program for his product. No sponsor is willing to pay money for a program for a scheme of advertising not generally accepted. Based on this, the public must have taken transcription programs into its heart and is no longer prejudiced by the fact that the program is transcribed. One of the greatest advertising accounts in the history of radio was sold last year when 385 stations advertised a well-known make of automobiles exclusively by transcription.

After this triumph, company after company followed until practically every station broadcasting commercial programs carries a number of transcribed commercials. Here is indeed proof of the rise and success of this new development in the "awkward aged" industry, radio. The advantage to commercial sponsors of a transcribed campaign can be readily seen. No longer is it necessary for the sponsors to lease connecting wires at exorbitant rates between every station carrying the campaign.

The advertiser simply secures time from each individual station, has his program transcribed and sends the full program by transcription to the various stations, forming a sort of network, yet one of remarkable flexibility. A program designed for noonday in New York city seems almost ridiculous to Californians at 9 a. m. but in a network program such an evil must exist. Time will not stand still even for an advertising agency. Yet if the poor harassed advertiser wishes to reach his 9 a. m. audience in New York, he suffers a 6 a. m. audience on the Pacific Coast.

### Friendly Feuds

GORMAN FURNITURE Co., sponsors two daily programs on WHB, Kansas City, during which "The Friendly Fellow" ribs and gets ribbed by the "Whoopty Doopers". Not content with the resulting confusion and hilarity, the "Doopers" have started private feuds among themselves. Heavy mail indicates that feuds rival contests as audience builders.

In isolated areas, oftentimes a small local station enjoys exclusive coverage. If this small station is not affiliated with a network, the advantages of real talent could not be realized for the national advertiser and he is not able to reach a great potential audience. A small unstaffed local station could not be expected to produce a talent program of network proportion and merit without unreasonable cost. In the transcribed commercial program lies the perfect solution. The greatest of stars, the smoothest of productions, the most forceful commercial appeal and the best of entertainment becomes as readily available to the smallest station as to the greatest at real economy.

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THE series titled *Children's Hour* conducted by Father Charles E. Coughlin over the Michigan Network Sundays, 4 to 5 p. m., is sponsored and not sustaining as erroneously reported in the Feb. 15 BROADCASTING.

"A" CUT CRYSTALS
(Approved by FCC)
With mounting ______$50.00
Hollister Crystal Co.
WICHITA, KANSAS

WXYZ
DETROIT
PRESENTS
Harold True
"THE DAY IN REVIEW"

Read what Paul Hall Bruske noted radio columnist and journalist says in The Detroit Saturday Night!

. Or they might listen to Harold True of WXYZ, proved monarch of the local arena. Methods of these two are by no means identical but they both sell what they advertise. And neither shouts. Mr. True can even make us yearn for something that sounds like sodium acetyl silicitate. Nobody can shout such a formula yet Harold has yet to stutter in his glib

WXYZ

WHEN WOMEN LISTEN THEY BUY

If your product requires a woman's audience you'll find daytime advertising over WXYZ unusually productive. For the past 5 years, great care has been taken to build appeal to women in daytime shows.
WXYZ rates "tops" in Detroit's 40 mile market and is a proven economical advertising value, any time—for every product.

N. B. C. Blue Network DETROIT

KING-TRENDLE BROADCASTING CORP.
300 Madison Theater Building . . . Detroit

Eastern Office:
550 Chanin Building
New York, New York

Wm. G. Rambeau Co. Representative
Home Office: Tribune Tower, Chicago

Western Office:
Russ Building
San Francisco, Cal.

### Amateur Prizes

MASTER JEWELERS Inc., Chicago, is giving away two watches and a pen and pencil set to winners of its *Amateur Hour*, a 60-minute show on WCFL, Chicago. In addition, the first prize winner gets a professional appearance with pay on their *Stars of Tomorrow* program on WCFL. The votes of the radio audience determine the winners. I. J. Wagner Agency, Chicago, handles the account.

ZENITH RADIO Corp., Chicago, a pioneer in the broadcasting field but not operating a station now, indicated its intention of entering the television field when it filed an application with the FCC Feb. 16 asking for authority to erect an ultra-shortwave television transmitter in Chicago.

THE DAILY HABIT OF OVER ONE HALF MILLION PEOPLE

**In a territory not covered by national chains . . . with an income the highest in Wisconsin outside of Milwaukee. Write or wire for details.**

**JAMES A. WAGNER,** ***Manager-Director***

**WTAQ**

GREEN BAY · WISCONSIN

### Ad as Pass

EDITOR, BROADCASTING:

You might be interested in knowing that to move into any area of Louisville during the emergency, a pass was required and the passes were changed daily. None of our staff ever had a pass. Our staff merely stuck copies of our ads which had run in BROADCASTING into their hat bands and it got them through any line. It seems to me that this is a real testimonial as to the weight carried in an advertisement in BROADCASTING Magazine.

NATHAN LORD,
Manager WAVE,
Louisville

Feb. 16, 1937

### More on Social Diseases

PHILLIP G. LASKY, manager of KSFO, San Francisco, announces that the station is taking a leading part in the broadcasting of a series of talks on the dangers of social diseases. Following a broadcast on Feb. 19 by Dr. J. C. Geiger, director of Public Health in San Francisco, Lasky reports that numerous letters were received by the station the next day, commending both the stand KSFO has taken and the message delivered by Dr. Geiger. "The talks will continue", Lasky said, "for there seems to be little doubt but that the handling of this controversial subject has definitely passed the experimental stage".

THE MOST POWERFUL STATION

DENVER
ST. LOUIS
800 MI.
560 MI.
660 MI.
KVOO TULSA
DALLAS

*between* **St. Louis Dallas and Denver**

Covers the Heart of the Triangle

25,000 WATTS

NATIONALLY CLEARED CHANNEL

COMPLETE NBC PROGRAM SERVICE

More population, more radio sets and more spendable income than any other Oklahoma station, with extensive coverage in Kansas, Missouri and Arkansas.

EDWARD PETRY & CO., Nat'l Representatives
New York Chicago Detroit San Francisco

**KVOO**

"THE VOICE OF OKLAHOMA"—TULSA

## OTHER FELLOWS' VIEWPOINT

### Social Pride

EDITOR, BROADCASTING:

I was interested to note on the editorial page of your Feb. 15 edition that you approve of WCAU's courage in presenting a series of talks on social disease, if properly handled, etc., etc.

Do you recall that over a year ago WOL made the local ear-cuppers sit up and take notice when we presented a series of 15-minute broadcasts by Ray Everett, executive secretary of the Social Hygiene Society. Under the title of *They Choose to Die*, Everett gave forth practical facts about syphilis and gonorrhea and their cure. * * *

I really believe that radio can play a very important part in the spread of information and dispelling of false pride in more fields than it has actually undertaken. Don't you?

HENRY SEAY,
Commercial Manager,
WOL, Washington.

Feb. 16, 1937
Editor's Note: Yes Sir!

## GUIDED BY KNX
### Plane Uses Loop Antenna to Find Its Way

FIRST radio demonstration of the new loop antenna for airplanes which is said to eliminate rain and snow static, was undertaken transcontinentally from southern California Feb. 16 by CBS and Transcontinental & Western Air Inc., Los Angeles, in a 30-minute program. Gary Breckner, CBS-KNX, Hollywood special events announcer, aloft in the plane explained results of the test which consisted of the plane getting lost and riding-in on the KNX carrier wave. Two-way conversations were held between the plane and KNX studios in Hollywood, with Pete Pontrelli's orchestra being picked up on a remote from the Paris Inn, Los Angeles.

Flying above the clouds, Capt. S. Morehouse and Capt. L. R. Chiappino, co-pilots, not only used the homing loop antenna and direction finder to pick up ground stations and orient themselves, but also explained how the installation worked. Listeners heard the drone of the radio beam from Saugus, Cal. When Capt. Chiappino switched to KNX, music took the place of the drone, increasing in volume and dropped to a "null" as the plane approached the broadcasting station.

"*A Blind Spot*" for All Outside Stations—

IF you want to Cover Rich Central Pennsylvania

You *MUST* Use

**WFBG**

*Altoona • Pa.*

## 5,000th Program Is Celebrated by Furniture Dealer

WITH an hour-and-a-half broadcast on WMCA, New York, from 11 p. m. to half-after-midnight Sunday, Feb. 21, presenting more than a score of stage, screen and radio celebrities as guest stars, Sachs Quality Furniture Inc., New York furniture retailer, celebrated its 5,000th program in nearly 13 years of consecutive broadcasting. During that time the sponsor has not changed the program, *The Three Little Sachs*, a vocal trio composed of Bill Hanson, Howard Ahlmeyer and Jimm Brennan. They are the same three who, back in August of 1924, broadcast the first Sachs program on WMCA, and although in the intervening years two other groups have been heard as the *Three Little Sachs*, the original trio has been back for this sponsor for the last seven years.

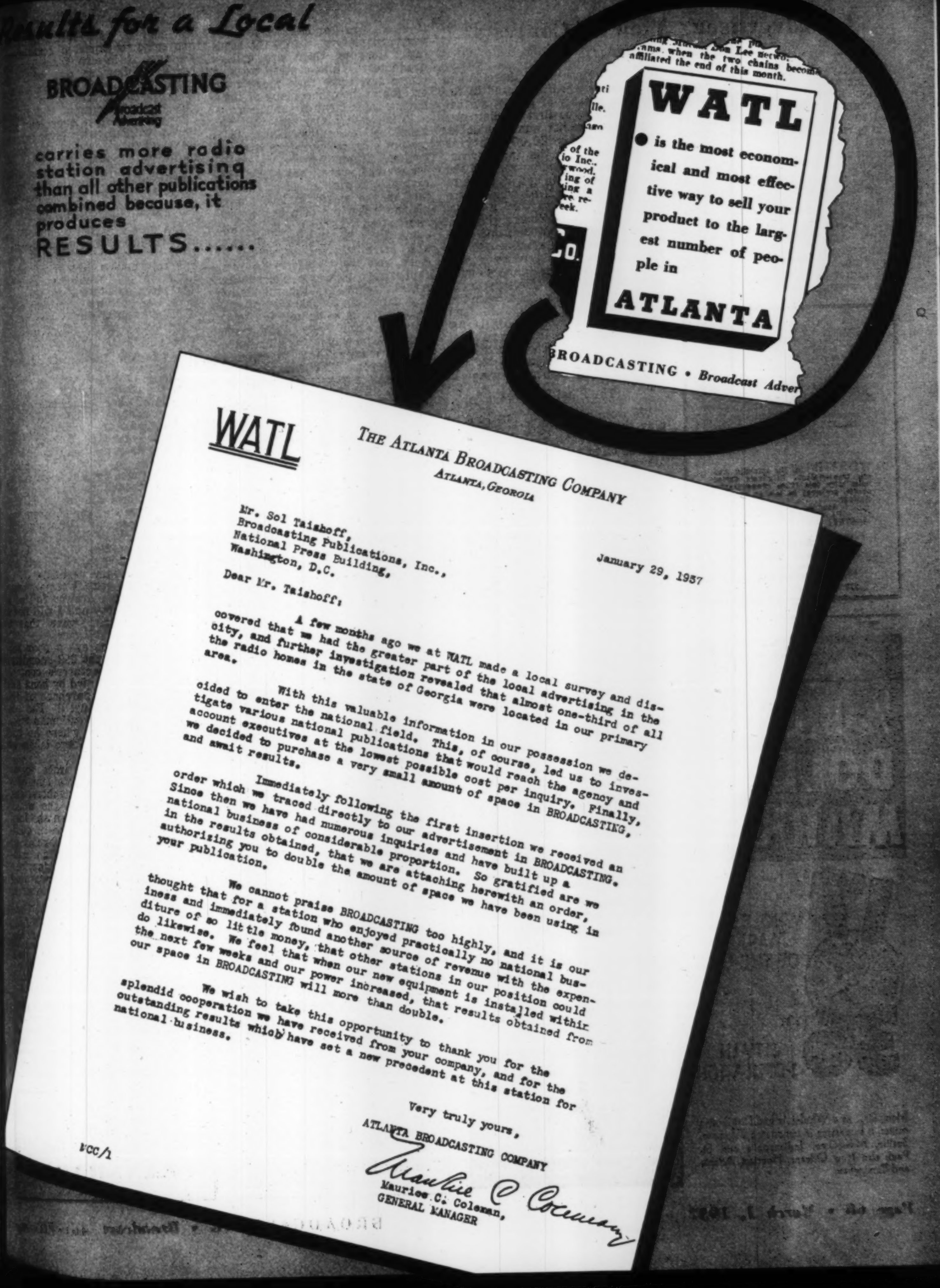
Since the first broadcast was staged in the Sachs store in the Bronx with NTG (Niles T. Grantland) as master of ceremonies, the program has been broadcast over a number of New York stations: beginning at WMCA, moving to WHN, then to WABC, where it remained until this CBS key station decided not to accept any more local programs, then to WGBB, and finally back to WMCA again, where it has been heard consistently for the last seven years. The frequency of the broadcasts, too, has varied with the times; at one period it was on the air 28 times a week. Its present schedule is Sunday, 2:30-3 p. m. and 8:30-8:45 p. m.; Tuesday, 9:30-9:45 p. m.; Wednesday, 9:30-10 p. m.; Thursday, Friday and Saturday, 9:30-9:45 p. m., seven broadcasts totaling two-and-a-quarter hours a week.

The program has been used almost exclusively for institutional advertising, so it is difficult to measure its direct returns in sales. However, when it was suggested last summer that it had outworn its usefulness and that another be substituted, the sponsor tested it against four others by putting the same special offer on each, and the *Three Little Sachs* far outpulled their rivals. The bare fact that it has been kept on without interruption for more than 12 years is good enough evidence that the sponsor is satisfied that it is doing a job for him.

Of the program's popularity there is no doubt. In 1930 it won the popularity contest conducted by the *Daily Mirror* by a large margin and was strong enough to carry its announcer along to win in that class as well. More recently, when a minister protested that this type of program is not suitable for Sunday broadcasting, the sponsor asked listeners what they thought about it and received more than 20,000 letters in reply, of which less than 100 agreed with the ministerial critic.

**WTCN**

ST. PAUL AND MINNEAPOLIS
**FREE & PETERS, Inc.**
National Representatives



## Results for a Local

BROADCASTING
Broadcast Advertising

carries more radio station advertising than all other publications combined because, it produces RESULTS……

affiliated the end of this month.

**WATL**

● is the most economical and most effective way to sell your product to the largest number of people in

**ATLANTA**

BROADCASTING • Broadcast Adver

---

WATL

THE ATLANTA BROADCASTING COMPANY
ATLANTA, GEORGIA

Mr. Sol Taishoff,
Broadcasting Publications, Inc.,
National Press Building,
Washington, D.C.

January 29, 1937

Dear Mr. Taishoff;

A few months ago we at WATL made a local survey and discovered that we had the greater part of the local advertising in the city, and further investigation revealed that almost one-third of all the radio homes in the state of Georgia were located in our primary area.

With this valuable information in our possession we decided to enter the national field. This, of course, led us to investigate various national publications that would reach the agency and account executives at the lowest possible cost per inquiry. Finally, we decided to purchase a very small amount of space in BROADCASTING, and await results.

Immediately following the first insertion we received an order which we traced directly to our advertisement in BROADCASTING. Since then we have had numerous inquiries and have built up a national business of considerable proportion. So gratified are we in the results obtained, that we are attaching herewith an order, authorizing you to double the amount of space we have been using in your publication.

We cannot praise BROADCASTING too highly, and it is our thought that for a station who enjoyed practically no national business and immediately found another source of revenue with the expenditure of so little money, that other stations in our position could do likewise. We feel that when our new equipment is installed within the next few weeks and our power increased, that results obtained from our space in BROADCASTING will more than double.

We wish to take this opportunity to thank you for the splendid cooperation we have received from your company, and for the outstanding results which have set a new precedent at this station for national business.

Very truly yours,

ATLANTA BROADCASTING COMPANY

Maurice C Coleman

Maurice C. Coleman,
GENERAL MANAGER

MCC/1

# An Advertiser's View of Contests

(*Continued from page 13*)

disqualify all letters begging for consideration. We eliminated quotations simply because we received so many.

Repeated daily announcements at the open and close of each program stated that each entry must be accompanied by a sales slip showing the purchase of our product. For three weeks this went on the air twice a day, five days a week. Yet we received 4,000 letters without sales slips of any sort. And 7,000 letters were rejected without even being opened because their postmarks showed they didn't meet the deadline.

These reasons for rejecting entries were the obvious ones. As the reading continued those things were added which appeared in the greatest number of letters, so that by the time the first reading was completed, the list was formidable.

Approximately 20,000 entries were qualified in this initial reading. A second reading reduced the eligibles to 7,000; and a third to the final 1,000, all of which were to receive some sort of a prize. These 1,000 letters were then divided among five readers and each selected the 20 outstanding entries. Then a round-robin process gave each reader an opportunity to suggest changes in the selections made by the others. This left us with the 100 best letters which were then copied by typewriter, omitting names and addresses but numbered for identification. These were submitted to the final judges for the selection of 81 cash prize winners.

### The Final Hundred

We were required by law to employ three final judges and to announce their names every time the contest offer was made on our radio program. They were all prominent people, (selected for that reason) with established reputations and businesses of their own. Naturally no one of them could have taken the time to read more than the final 100 letters. A supplementary judge was given authority to act for them in the preliminary work and the readers worked under his supervision.

Contests are so popular now that it is easy to get experienced and very capable girls to do the reading. Most of them are college graduates. While contest work is temporary, these girls move from one job to the other, many of them having work most of the time.

It is readily apparent that the awarding of contest prizes is a task of elimination rather than selection. Elimination in the strictest sense, however, not just a process of throwing most of the letters in the waste basket, nor of picking a few out of a hat. Everyone of our 200,000 entries was either kept for further consideration or eliminated according to rules that were uniform in their application. For example, another contest, asking for the submission of a name, drew 5,000 entries suggesting the same name! It is easy to understand why that name couldn't win, why it was eliminated.

We tried our best to convince our listeners that fancy entries and tricky presentations were not wanted. All letters were to be judged solely on their merits in relation to the assigned subject. In spite of this the "museum pieces" poured in by the hundred. Hooked rugs and embroidered pillow cases carried the product name in unmistakable and irremovable prominence. Bits of lace, lace handkerchiefs, and tatting for a set of six towels were sent as tokens of affection for the heroine. Many items of babies' apparel suggested the blessed event that many listeners wanted to hear about but which had never occurred!

There were miniature houses, books, and radio cabinets. The last had a dial that carried slogans for our product instead of the usual kilocycle numbering system. Scrapbooks by the dozen were submitted. One of them, a 90-page opus, must have taken days to complete. Alas, its owner received no prize! Several creditable bits of art, including crayon and charcoal sketches, accompanied their creators' letters.

What kind of people participate in contests? All kinds; the rich and the poor, the proud and the meek, the professional and the amateur. In contests as in most walks of business, we have professionals or specialists, people whose entire incomes are from winnings. Two magazines with national circulation are edited exclusively for these people.

The reactions following a contest are much more disturbing than the contest work itself until one has come to expect a certain percentage of letters from the die-hards. Following our radio announcement of the first six winners we received letters from California, Iowa, Wisconsin, and Illinois, all asking, with a querulous slant in the writing, why prize winners were always located in distant parts of the country. That was an easy question to answer. We simply mailed them a list of all winners. They were scattered through 34 of the 37 states from which we received entries.

We gave a large number of merchandise prizes, and a few days after the notices were mailed one was returned with a letter of indignation: "If what I wrote after this intense interest in this program won nothing more than a box of Blank just don't go to the bother of sending it! I can buy what I need."

### The Die-Hards

A pathetic letter came in shortly after the contest began. The writer related her experiences with another contest which had caused her to doubt the validity of contests in general: "I bought $15 worth of soap and sent in 100 slogans, used to stay awake nights thinking them up, and used money I really needed to buy soap and stationery and stamps . . . then when I found I hadn't even won a dollar prize my disappointment was so bad that I felt sick, ate no supper and cried, because I had actually counted on my efforts and needed the money so badly . . . I really like the soap, but now when I see the dresser drawer full of it I could almost cry and I will never buy another cake when that is gone."

Her 100 entries are a poor second, however, to the 282 submitted in a food manufacturer's contest. Each was accompanied by bona fide evidence of a 35c purchase of the product being featured! The answer? The prolific gentleman managed a commissary where he had access to all the package labels he could use.

One of our more irate losers stated that she was president of a woman's club of 300 members, and that the club was sure she would win a major prize. When she lost, she *had* to complain, and in addition threatened a club boycott of our merchandise. Canadian contestants often heckle American manufacturers for not awarding any major prizes in the provinces.

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BROADCAST ENTERPRISES Ltd., London, has been organized by Oswald Anderson, formerly director of 2UW, Sydney, and E. R. Voight, formerly manager of 2KY, Sydney, as directors to solicit business from British sponsors and agencies. Among their foreign accounts will be the Broadcast Service Association Ltd., Sydney, formed by stations 2GB and 2UE in cooperation with Associated Newspapers Ltd., with Sir John Butters as chairman, to "pool" program resources especially for country stations subscribing to the service.

100 PERCENT SHADOWGRAPHED
ACTONE
TRANSCRIPTION NEEDLES
TYPE

**WORTHY** of the splendid modern transcriptions! Eliminate surface noise with this 100% shadowgraphed needle, preferred by leading broadcast stations.

Samples upon request
PLAYBACK NEEDLES
STEEL CUTTING NEEDLES
Manufactured by
**W. H. Bagshaw Co.**
Lowell, Mass.
Distributed by
**H. W. Acton Co., Inc.**
370 Seventh Ave., N. Y. City

Memphis
½ BILLION DOLLAR MARKET
17th. WHOLESALE MARKET OF THE U.S.
36th. CITY IN POPULATION

Memphis, as a Wholesale and Distributing center, is surpassing in importance Baltimore, Seattle, Milwaukee, Indianapolis and St. Paul; also New Orleans, Houston, Atlanta and Birmingham.

Authoritative Survey Made during September and October, 1936. Sworn copy upon request.

WREC . . . . . 64.60%
WMC . . . . . 32.57%
WNBR . . . . . . 1.99%
WHBQ . . . . . . .84%

"THE VOICE OF MEMPHIS"
CHOOSE WREC as a "HI" Spot for Your Test Campaigns. If They Won't Work Over WREC—In The Responsive Mid-South Market—They Won't Work in Any Market Anywhere

5,000 WATTS POWER
WREC
NATIONAL REPRESENTATIVES
PAUL H. RAYMER COMPANY
NEW YORK · CHICAGO · SAN FRANCISCO
TENNESSEE'S FIRST AND MEMPHIS FINEST RADIO STATION AFFILIATED WITH COLUMBIA BROADCASTING SYSTEM

POPULARITY that is Deserved!

The intense popularity of WGES in Chicagoland is not a matter of happenstance—it has resulted from a sincere regard for the confidence and intelligence of our listeners. Copy limitation has always been a primary policy of this station. Just another of the many reasons why WGES is FIRST with local accounts in Chicago.

WGES
"In the Heart of Chicago"

*NEWS*
*is your best bet*
TRANSRADIO

# Good Radio Contests and Bad

*(Continued from page 13)*

does not. It may mean that the sale was legitimate, but don't forget sales-books can be purchased at any store! Furthermore the "sales slip" is a difficult request for the busy housewife (who does 85% of the buying) does not have time to ask for one, nor does the grocer have time to make one out. Contest-returns have sometimes fallen off because of this request, and many entries have failed to materialize.

A questionnaire sent to various contestants revealed that none approved of the idea of awarding prizes to dealers. Without exception, each person replied that the dealer made a sales profit, thus was entitled to no part of the contest-awards . . . so do fans resent dealers sharing in prize money. They also stated that the amount of money intended for dealers might better be included in the consumers prize list.

Statistics show that the contestant prefers a cash award, but if the sponsor must give merchandise, to "please vary it a little".

### Many Prizes Preferred

Of course advertisers take advantage of a huge contest campaign and donate their merchandise for the resulting publicity. Too often a sponsor will forget that just one single cash prize will attract the thousands of contestants who might otherwise not enter, because of already having a "radio, electric refrigerator, toaster," etc. Furthermore, contestants prefer that a large assortment of small prizes be given, rather than a few huge ones. It is better to make 500 families happy with a small check, than a dozen with a larger award.

A few sponsors object to contestants winning more than once—and some object to consistent winners. These, they dub "professional contestants". Strictly speaking there is no such thing as a "professional contestant". The big winners are housewives, teachers, and stenographers. They are clever enough to write good advertising copy; smart enough to study the sponsor's product, and commercialize their studies. They object strenuously to being called "professionals" claiming they all have regular lines of business to follow. Contesting is a hobby with them and a profitable one at that. Furthermore, it shows the public that persistence wins—that they can do it too if they try.

In making final awards few sponsors fail to check the entries against plagiarism. Winning entries should positively be investigated. Inadvertently a contestant may copy another's slogan. It may not be conscious, but it is liable to involve litigation, if an advertiser uses it.

All of which brings up the question "Are winning entries ever used?" Sometimes they are. *Liberty Magazine* and the *American Weekly* use material submitted, and sold, by contestants. Other sponsors glean valuable advertising material from the letters, for which they have paid big money. Since entries are written by the average American, the type of advertising copy appealing to him may be contained in his entry.

It is surprising that so much money is woefully wasted in contest operations due to a lack of knowledge of contest management and operation. An inexperienced, incompetent judging staff can lose a sponsor the "cream" of valuable entries, which may be worth real money for advertising purposes.

A contest well set up, well handled, and judged fairly can do much to prevent ill-will. It can promote good feeling and increase sales — the two reasons it was planned in the beginning.

## NBC Toscanini Plans

ARTURO TOSCANINI, noted maestro, will direct a series of ten weekly broadcasts over NBC coast-to-coast networks for which he will receive a net of $4,000 per concert, according to an announcement Feb. 24 by David Sarnoff, RCA president and NBC board chairman. The broadcasts will commence after Mr. Toscanini arrives in the United States in December and he will be under contract for a ten-week period. He will conduct the NBC symphony which will be materially increased in size for the concerts. The series will be sustaining. The series will be broadcast from the large Radio City studio, accommodating not more than 1500 people. Admission will be free, as is the case with all studio audiences, but only by invitation.

## Joint Committee Meets

A MEETING of the technical subcommittee of the Joint Committee on Radio Research representing the Association of National Advertisers, American Association of Advertising Agencies and National Association of Broadcasters, was held in New York Feb. 26. Matters relating to coverage surveys being undertaken by the organization were discussed.

**WFIL**
560 Kc.
PHILADELPHIA'S MOST
POPULAR STATION
*NBC BLUE - MUTUAL*

**Sell it to Cohen**
Thru—
WLTH
Jewish Radio Station
*There's*
SELLING POWER
*in*
**JEWISH RADIO PROGRAMS**
**The sure approach to a quarter of a million Yiddish speaking families who reside in New York.**
For the modern entree to the Jewish Market, call Orchard 4-1203.
SAMUEL GELLARD
WLTH, 105 2nd Ave., New York City
Roesler and Howard, National Rep.

**HERE IT IS AT LAST!**
**THE NEW PRESTO ACETATE CUTTING HEAD**

PRESTO
NEW YORK U.S.A.
TYPE

**MECHANICALLY MATCHED**
*to the* **PRESTO GREEN SEAL DISC**

WITH THIS NEW CUTTER you can record the highest sound level possible on a lateral cut disc . . . equal to any commercial transcription. There is no overloading or distortion due to saturation of the cutter. The recording level is limited only by the physical dimensions of the groove. This means a better signal to surface noise ratio and longer useful playing life for your instantaneous recordings.

NOW YOU CAN MAKE 33 1/3 RPM instantaneous recordings that give a flat response from 50 to 6000 cycles. The new Presto cutter has a rising characteristic from 4500 to 6000 cycles to compensate for all losses normal to 33 1/3 RPM recording.

**TECHNICAL FEATURES** *of the* **PRESTO CUTTER**

1. Designed especially for cutting acetate coated discs.
2. The armature moves on a hardened and ground knife edge bearing.
3. The armature is centered by accurately calibrated springs which are readily adjustable . . . no rubber to age or deteriorate.
4. Records maximum sound level with an input of plus 16 db (Ref. .006 W)
5. Useful frequency response 50 to 8000 cycles.
6. Interchangeable with old style head on any Presto recorder.
7. Available in any impedance up to 600 ohms.

***Write for prices and complete technical description.***

**PRESTO**
RECORDING CORPORATION
World's Largest
MANUFACTURER
*of*
INSTANTANEOUS
RECORDING
EQUIPMENT

Export Division
(Except Australia and Canada)
M. SIMONS & SONS, Inc.
25 Warren Street, N. Y.
Cable: Simontrice, N. Y.

Australia and New Zealand
Agents and Stockists
A. M. CLUBB & CO., LTD.
45 King Street
Sydney, N. S. W., Australia

WMCA
NEW YORK'S
OWN STATION

LEADS IN
ROVING
REPORTERS

## NBC Owned, Operated, Managed Group Announce Rate Changes, Mostly Upward

REVISED RATE cards for the 15 NBC owned, operated and managed stations were announced March 1, effective April 1. They provide in most cases for increases in base rates, as well as in special services such as time signals and weather reports.

Base rates for WEAF and WJZ, New York key stations, are increased from $1,000 to 1,200 per hour. The half-hour rate at night is increased from $600 to $720; quarter-hour from $400 to $480 and ten minutes from $334 to $400.

In all cases, 12 noon to 6 p. m. rates, Sunday only, are quoted as three-quarters of the gross night rates; 11:30 p. m. to 12 midnight and 8 a. m. to 6 p. m. at half gross rates; 12 midnight to 8 a. m. at one-third gross rates.

Time signals on the New York keys were increased from $1,250 per week evening to $1,500 and from $625 per week daytime to $750.

### Chicago Rates Raised

Rates for the two Chicago keys, WMAQ and WENR, were increased identically. Night rates were raised from $600 per hour to $720. Half-hour units were increased from $360 to $432, quarter-hours from $240 to $288 and ten minutes from $200 to $240. Time signals for these stations were raised from $750 to $900 per week evening. In the case of WMAQ, the time signal daytime rate was increased from $350 to $450 and for WENR from $125 to $150.

In San Francisco, where NBC operates KPO and KGO, the increases were disproportionate. KPO was increased from $350 to $380 on its base night rates and time signals were raised from $436 per week evening to $476 and $218 per week daytime to $238. KGO's base evening rate was increased from $240 to $280.

For its Washington outlets, WRC and WMAL, base evening rates remained the same at $200 per hour. For WRC time signals were increased from $250 to $300 per week evening and from $125 to $150 per week daytime. The *WMAL Musical Clock* rate was increased from $200 to $250 gross per week for a one-hour unit.

For KYW, Philadelphia, base rates were maintained at $440 per hour but the *Musical Clock* was increased from $440 per week gross for the one-hour unit to $550 per week. Also listed in this case and in the case of several other stations was a new evening participating program titled *Radio Night Club*. For KYW the one-hour unit rate per week gross was $550.

For KDKA, Pittsburgh, like KYW a Westinghouse-owned station for which NBC handles sales, the $500 per hour base rate was retained as was the rate for time signals at $625 per week evening. The *Musical Clock*, however, was increased from $500 for a one-hour unit to $625.

Rates for two other Westinghouse stations, WBZ, Boston, and WBZA, Springfield, quoted jointly, were retained at $400 per hour base, but the *Musical Clock* rate was increased from $400 per one-hour unit to $500.

For WTAM, Cleveland, the base rate was retained at $400, with the *Musical Clock* rate increased from $400 to $500. WGY, Schenectady, was retained at a similar $400 base rate with time signals increased from $200 to $250 evening and the *Musical Clock* increased from $400 to $500.

The base rate for KOA, Denver, was increased from $240 to $280 per hour with time signals raised from $300 to $350 per week evenings and the *Musical Clock* from $240 to $350 per week evenings.

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WFEA, Manchester, N. H., which signed last fall as an NBC optional, on March 1 joins that network, with a salute program scheduled.

## Devine, With 21 Stations, Names Allen Radio Head

ANNOUNCING that it is now representing 21 stations nationally, J. J. Devine & Associates, newspaper representatives who recently expanded into the radio field, made known the appointment of Theodore F. (Ted) Allen, formerly with NBC, as manager of the radio division in New York. G. Howell Mulford, formerly vice-president of the Leeford Advertising Agency, New York, was added to the sales staff. The company also has branches in Chicago, Detroit, Pittsburgh and Atlanta.

The stations represented by J. J. Devine & Associates were listed as follows: Alabama — WALA, Mobile; WMFO, Decatur; WAGF, Dothan; WHBB, Selma; WMSD, Sheffield; WJRD, Tuscaloosa. California—KMTR, Hollywood. Georgia—WATL, Atlanta; WGPC, Albany; WRBL, Columbus. Indiana—WHBU, Anderson. Iowa — WKBB, Dubuque; KFJB, Marshalltown. Kentucky — WCMI, Ashland; WLAP, Lexington; WPAD, Paducah. Massachusetts — WORL, Boston. Michigan — WBEO, Marquette. Minnesota—KGDE, Fergus Falls; Mississippi—WCOC, Meridian. Tennessee—WHBQ, Memphis.

## Kelvinator's CBS Series Features Two Contests

NASH-KELVINATOR Corp.'s first big refrigerator program in several years will feature *Prof Quiz* and two nationwide prize contests. The new program begins March 6 on 55 CBS stations and will be presented Saturdays, 8-8:30 p. m. Prof. Quiz each week will answer 30 questions propounded to him by six persons appearing on the program. Listeners submitting questions deemed worthy of asking the professor (Arthur Godfrey) will be awarded prizes.

The major contest, however, will be promoted indirectly over the radio. The programs will call attention to this event, entry blanks for which will be obtainable at Kelvinator dealers' showrooms. The object of the contest is to fill missing words in a statement contained in the entry blank. The first prize winner will be given a Kelvinator home, complete with summer-and-winter air conditioning and with lot to build it on. There will be 1,000 other prizes also. Geyer, Cornell & Newell Inc., is the agency.

### Katz Adds to Staff

JACK LAUCKS, formerly with *Sales Management*, has joined the radio department of the New York office of E. Katz Special Advertising Agency, newspaper and radio station representatives. David Decker, formerly with the Detroit office of Edward Petry & Co. Inc., has been added to the Katz radio staff in that city.

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COMPLETE control of the stock of WKZO, Kalamazoo, has been acquired by John E. Fetzer, general manager, who last month purchased the minority stock interests of James Campbel, of Muskegon, and O. J. Wright and Oscar Haas, of Kalamazoo.

WOKO

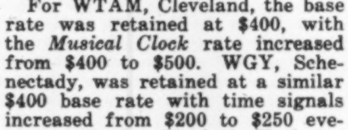
BASIC

CBS OUTLET

ALBANY, N. Y.

◆

A Trial Will
Convince You
Of Its Popularity


"doing a Peach of a Job in Georgia"
1000 WATTS
WMAZ
MACON, GA.

"When it's Springtime in the Rockies"
Business booms at
1000 watts 1260 kc. KGVO Missoula, Montana
Columbia Broadcasting System Affiliate

## Radio Education Group Pursues Endowment Plan For New $150,000 Fund

PRELIMINARY plans looking toward the creation of a fund amounting to approximately $150,000 for furtherance of radio educational programs designed to accomplish the goal of perfecting educational broadcasting have been outlined by a subcommittee of the Federal Radio Education Committee, designated last year under the aegis of the FCC. The Committee is headed by Dr. John W. Studebaker, director of the U. S. Office of Education, and comprises 40 leading educators, broadcasters and representatives of religious, welfare and other groups.

Conversations with officials representing the Carnegie and Rockefeller foundations have been in progress for several weeks through a subcommittee of the Federal group with likelihood of the endowment being forthcoming from those organizations. It was indicated that the subcommittee, which held its last meeting in January, will confer with Dr. Studebaker and other members of the major committee during this month. No definite date has been set.

Members of the finance subcommittee include James W. Baldwin, NAB managing director, Frederic A. Willis, assistant to the president of CBS, and John C. Royal, NBC program vice-president, for the broadcasting industry, along with Dr. Levering Tyson, president of Muehlenberg College and retired executive secretary of the National Advisory Council for Radio in Education, Dr. W. W. Charters, of Ohio State University and Hadley Cantril of Yale, representing the educational group.

In appointing the finance committee last May, Dr. Studebaker estimated that roughly $127,000 would be required for the project, with additional money sought to defray the Committee's operating overhead. The Committee, upon its creation, had funds of $27,000 of which half was advanced by the National Advisory Council on Radio in Education and half by the NAB on behalf of the broadcasting industry.

### New Movie's Spots

BIOW Co. Inc., New York, is preparing a spot announcement campaign to advertise the James Hilton motion picture *Lost Horizon*, feature just released by Columbia Pictures Corp., New York. Campaign consists of eight announcements to run once a day for the six days preceding the opening of the picture, the opening day and the following day in each city in which the picture is released. Announcements are now being broadcast on WIP and WCAU in Philadelphia, with other cities to be added as the picture's schedule provides.

## TRAILERS GALORE

### Two Sponsors Giving Them In Prize Contests

LEHN & FINK PRODUCTS Co., New York, sponsoring *The Gumps* on CBS five days a week, 12-12:15 p. m., is giving away a trailer each week to contestants submitting the winning name for the trailer used by the Pebeco radio characters along with an explanation of 25 words or less on why they want a trailer. Lennen & Mitchell Inc., New York, has the account.

Procter & Gamble Co., Cincinnati, on March 1 starts a letter-writing contest on the subject "Why I like Camay better than any other beauty soap", which will be advertised in newspapers and magazines and on the sponsor's *Pepper Young's Family* broadcasts on a 51-station NBC-Red network, Mon. through Fri., 3-3:15 p. m. Awards are 25 trailer vacation outfits, each including a 19-foot Covered Wagon trailer, a Ford V-8 and 1,000 gallons of Sinclair H-C gasoline, and 300 cash prizes. Contest will last two months and winners will be announced on the broadcast of June 21. Pedlar & Ryan Inc., New York, is the agency.

### Wrigley Launches Test

WILLIAM WRIGLEY Jr. Co., Chicago (chewing gum), which on Feb. 22 started *Scattergood Baines*, magazine character of Clarence Budington Kelland, in a test campaign on 6 CBS-Pacific stations, staged a special audition at KNX, Hollywood, on Feb. 11 for its salesmen to fully acquaint them with the program. Headed by H. L. Webster, advertising manager and members of his department, the audition was attended by 31 Wrigley salesmen. If successful, the program will be extended nationwide. P. K. Wrigley, head of the company, and Mr. Webster arrived in Los Angeles Feb. 10 from the East for a series of advertising conferences with Pacific Coast representatives of the organization and also to see the new program successfully launched.

### Penn Tobacco Expands

PENN TOBACCO Co., Wilkes-Barre, Pa. (Kentucky Winners cigarettes), an extensive user of locally produced programs throughout the country, in February added three stations to its list: KMBC, Kansas City, two daily newscasts, 6:20-6:30 a. m. and 6-6:10 p. m.; KDKA, Pittsburgh, 10 minutes of the *Musical Clock* on Monday, Wednesday and Friday mornings and 10 minutes of hillbilly music on Tuesday, Thursday and Saturday mornings, and WLW, Cincinnati, Paul Sullivan's newscast every weekday, 11-11:15 p. m. Account is handled by Ruthrauff & Ryan Inc., New York.

### Eau Claire Station

WEAU, new 1,000-watt daytime station on 1050 kc. in Eau Claire, Wis., which was authorized for construction by the FCC last year, will go on the air on or about April 1, according to an announcement by John J. Stack, formerly of the sales staff of WEBC, Duluth, who will be its manager and commercial manager. Program director and chief announcer will be John Lellman, formerly with WEBC and WDGY, Minneapolis, and chief engineer will be Theodore Jorgeson, former chief engineer of WMFG, Hibbing, Minn. The station, licensed to Central Broadcasting Co., is 52% owned by Morgan Murphy, chief owner of WEBC; 25% by the Eau Claire Press, Publishing Co., and 20% by Walter C. Bridges, WEBC manager. The equipment is composite RCA and Western Electric.

### Fels Radio Premiums

A HOLLYWOOD handkerchief in exchange for the bottom of a large-size package of Fels-Naptha soap chips is currently being offered on all radio advertising of Fels & Co., Philadelphia soap manufacturer, which sponsors *Jack Berch & His Boys* on 18 CBS stations, Tuesday and Thursday, 1-1:15 p. m.; *Centerville Sketches* on 5 CBS Pacific Coast stations, Mon., thru Thurs., 4:45-5 p. m. PST; *Tom, Dick & Harry* on 2 MBS stations (WGN, WLW), Monday, Wednesday, Friday, 1:15-1:30 p. m.; a daily half-hour on KDKA, and three-a-week quarter-hour shows on KRNT, WMT, WOW and WCSH.

**A Recent Survey**

**shows WATL carries the greatest amount of local advertising—further, it reveals that nearly one-third of the radio homes of Georgia are within its primary service area.**

**★ For proven results air your sales message over WATL in Atlanta, the profitable spot for national and regional advertisers.**

◆

**WATL**

**ATLANTA**

The greatest buying audience of Georgia at the lowest cost.

**A GREATER KYA**

**To better cover and enlarge its great audience in the San Francisco-Oakland Bay area, the Santa Clara Valley and the rich markets contiguous to the Golden Gate.**

**KYA is rushing to completion its—**

1. **New 5 KW RCA transmitter the latest design**
2. **New transmitter building the most modern**
3. **New radiator the finest**
4. **New location the best**

**This will all be ready to go on the air about the First of April. Have we your contract?**

**KYA**

*San Francisco*

***The Voice of the San Francisco Examiner***

A MEMBER OF THE CALIFORNIA RADIO SYSTEM

**National Representative: HEARST RADIO**

NEW YORK . CHICAGO . SAN FRANCISCO . LOS ANGELES . DALLAS

RADIO STATION **WFLA** STUDIOS TAMPA • CLEARWATER •

N B C

SERVING FLORIDA'S CENTER OF POPULATION THE TAMPA TRADE TERRITORY

620 KC • 5000 WATTS DAY • 1000 NIGHT — FULL TIME

## NBC Television Force In New York Is Enlarged

GETTING ready for a summer of intensive experimentation in the field of television, NBC has enlarged its present New York television staff by the addition of five engineers, one from each of the five NBC engineering divisions, who are being transferred to New York to begin their new work about March 1. Following a period of training in the construction and use of RCA's television apparatus, these recruits will begin work in the field tests which are being carried on to test the effectiveness of the new transmission system with 441-line definition. With the addition of these new men it is planned to double the schedule of the field tests.

The engineers who have received the television assignments are all old timers with NBC who were chosen because of their thorough familiarity with sound broadcasting and special aptitude for experimental work. The men are: R. W. Clark, six years with NBC and now assistant station engineer at KPO, San Francisco; Leroy Moffett, transmitter engineer at WENR, Chicago, for six years; H. C. Gronberg, who has spent seven years in studio and field operations at WRC, Washington; R. J. Plaisted, operating engineer for WTAM, Cleveland since 1924; and Stanley Peck of NBC's New York staff, who joined the company in 1929.

### VanCronkhite's Firm

VANCRONKHITE ASSOCIATES Inc., Chicago, has been formed by John VanCronkhite, until recently radio news editor of WBBM, Chicago, and news director of the CBS western division. The firm will act as radio news counsellors, aiming to help stations increase revenue from news broadcasts. New York and West Coast branches are contemplated. VanCronkhite is president of the new Association of Radio Editors and Writers. Harry Martin has left the WBBM-CBS news department to join the firm.

### Penna. Radio Bill

A BILL introduced into the Pennsylvania State Legislature by Rep. Anthony J. Gerard, Allegheny County, provides penalties for the broadcasting of misleading information by any radio station in Pennsylvania. The bill naturally does not curb the activities of stations beyond the state borders.

The legislation carries a penalty of a $1,000 fine or 60 days in the county jail. It excepts broadcasters, who "in good faith and without knowledge of any false, deceptive or misleading statements or assertions" permit a certain program to be broadcast.

GLOBE BREWING Co., Baltimore (Arrow beer and ale) on March 1 starts a 26-week sponsorship of United Press news over WMAL, Washington. Five-minute periods three times daily will be used six days per week, with Emerson Waldman and William McAndrews, NBC news editors handling the periods. The account was placed through the Joseph Katz Agency, Baltimore.

KENTUCKY TOBACCO PLANTERS HAVE $55,000,000 TO SPEND

★ 58 pct. more cash than last year for a crop 26 pct. smaller . . .

Practically all of this prosperous group live within the proven primary listening area of WHAS. In addition to tobacco the whiskey industries bring more millions into Kentucky and Indiana retail outlets. WHAS sells the Kentuckiana market.

WHAS LOUISVILLE, KENTUCKY
CBS BASIC OUTLET

Owned and operated by The Louisville Times Company publishers of The Courier-Journal and The Louisville Times.

REPRESENTED BY EDWARD PETRY & CO.

### Newshawking Contest

A NEWSHAWKING contest in which newsboys of five large cities will compete will be staged over the NBC-Blue Network March 3 from 11:30 to midnight. Newsboys from San Francisco, Los Angeles, Chicago, New York and Boston will be selected from each of the newspapers in those cities and given a turn at the mike with color and salesmanship rather than diction and euphony to govern. Judges will include Arthur Robb, editor of *Editor & Publisher*, Charles Gridley, president of the National Press Club, James W. Barrett, head of the Press-Radio Bureau and Pat Kelly, NBC chief announcer.

### Musicians to Convene

THE ANNUAL convention of the American Federation of Musicians which is attended by delegates from musicians' unions all over the country will be held in Louisville some time in June. An executive of the Chicago Federation of Musicians said that at the June conclave the AFM will probably take a definite stand nationally in regard to the transcription problem which was recently brought to the fore in Chicago by James C. Petrillo, president of the CFM. Petrillo was in Miami, Florida the week of Feb. 21 to attend an executive board meeting of the AFM. A meeting between Petrillo and Chicago transcription companies will be held shortly after his return from Miami.

### Iowa News Expansion

BENEDICT HARDMAN has been named news editor of KSO and KRNT, Des Moines. Simultaneously, it was announced that four daily news periods will be added to the KSO schedule, giving the Iowa Network one of the heaviest news schedules in the Midwest. KSO will carry seven daily periods while KRNT carries five and WMT, Cedar Rapids, six. WMT subscribes to INS and Transradio and KRNT and KSO take INS and UP. All three stations are owned by the *Des Moines Register & Tribune* interests.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE

UNITED PRESS

FOR DOMINANT NEWS COVERAGE

## Season Not Factor In Program Choice

### Similarity to Winter Shown In Crossley Summer Data

THE RADIO audience prefers just about the same kind of radio fare winter and summer, according to a report on "Radio Audiences—May to September, 1936", just issued to subscribers by the Cooperative Analysis of Broadcasting (Crossley reports). Adult serial dramas were the most popular daytime features and occupied half of the commercial network time before 6 p. m. Evening hour favorites were just about the same as during the previous winter, except as the vacations of some of the headliners gave several programs of lower ranking a chance to join the summer leaders.

Based on data gathered from more than 161,000 radio homes in 33 major cities in the U. S., the report gives detailed information on some 800 hours of network commercials, analyzing over 160 sponsored programs classified by 24 types of program, four income levels, four geographical sections and by the length of the broadcasts. Less time is given to classical music and serious drama by summer sponsors, the report shows, with more time for dance music, novelty shows and news commentators. The number of programs broadcast was about 15% less than in the winter. The audience in summer was also smaller, by 25% in evening, 15% in daytime.

Reason for publishing this survey so long after the time it was made is that the analysis of last summer's audience may serve as a valuable guide to advertisers and advertising agencies in the planning and preparation of their programs for the coming summer months, according to A. W. Lehman, manager of the CAB. Other members of this body's governing committee are: D. P. Smelser, Procter & Gamble Co., chairman; George Gallup, Young & Rubicam Inc., treasurer; C. H. Lang, General Electric Co.; George W. Vos, the Texas Co., and L. D. H. Weld, McCann-Erickson Inc.

### Canadian Reorganization

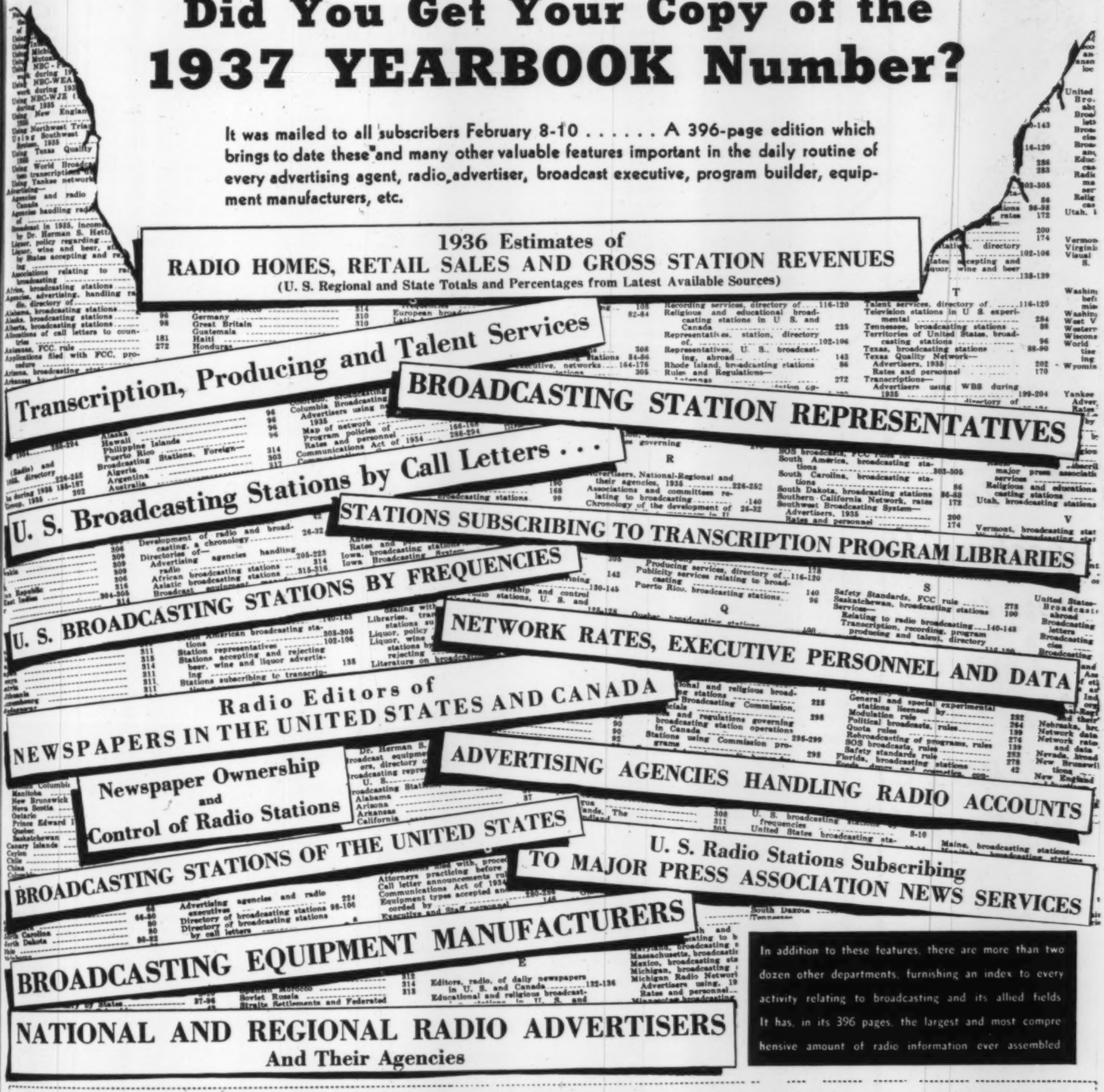
GLADSTONE MURRAY, general manager of the Canadian Broadcasting Corp., back in Ottawa in latter February from a western inspection trip, has started to reorganize the staff which he inherited from the old Canadian Radio Commission. Many adjustments are expected. Maj. Murray states that the next meeting of the board of governors of the CBS will take place in latter March in Regina.

NORMAN BROKENSHIRE, who was one of the most popular announcers on the air a few years ago, has been appointed radio director of Jay Lewis Associates, New York advertising agency, and has returned to the air as master of ceremonies on the *American Woman's Serenade*, sponsored by Winkelman Shoe Co., New York, Sundays on WOR.

KDYL
The Popular Station NBC
SALT LAKE CITY, UTAH

# Did You Get Your Copy of the
# 1937 YEARBOOK Number?

It was mailed to all subscribers February 8-10 . . . . . . A 396-page edition which brings to date these and many other valuable features important in the daily routine of every advertising agent, radio advertiser, broadcast executive, program builder, equipment manufacturers, etc.



**1936 Estimates of**
**RADIO HOMES, RETAIL SALES AND GROSS STATION REVENUES**
(U. S. Regional and State Totals and Percentages from Latest Available Sources)

**Transcription, Producing and Talent Services**

**BROADCASTING STATION REPRESENTATIVES**

**U. S. Broadcasting Stations by Call Letters . . .**

**STATIONS SUBSCRIBING TO TRANSCRIPTION PROGRAM LIBRARIES**

**U. S. BROADCASTING STATIONS BY FREQUENCIES**

**NETWORK RATES, EXECUTIVE PERSONNEL AND DATA**

**Radio Editors of**
**NEWSPAPERS IN THE UNITED STATES AND CANADA**

**Newspaper Ownership**
**and**
**Control of Radio Stations**

**ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS**

**BROADCASTING STATIONS OF THE UNITED STATES**

**U. S. Radio Stations Subscribing**
**TO MAJOR PRESS ASSOCIATION NEWS SERVICES**

**BROADCASTING EQUIPMENT MANUFACTURERS**

**NATIONAL AND REGIONAL RADIO ADVERTISERS**
**And Their Agencies**

In addition to these features, there are more than two dozen other departments, furnishing an index to every activity relating to broadcasting and its allied fields. It has, in its 396 pages, the largest and most comprehensive amount of radio information ever assembled.

## ORDER FORM INCLUDING THE 1937 YEARBOOK NUMBER

BROADCASTING
Broadcast Advertising
NATIONAL PRESS BUILDING
WASHINGTON, D. C.

Please enter my subscription to BROADCASTING Magazine including the Yearbook Number.

☐ $3 FOR ONE YEAR
☐ $5 FOR TWO YEARS
☐ CHECK IS ENCLOSED
☐ SEND ME A BILL

ADD $1 FOR FOREIGN SUBSCRIPTION

Name____________________

Address____________________

City____________________

State____________________

Firm Name____________________

Title____________________

KWTO KGBX
KCMO
WTMV

3 voices speaking the language of 3 major Missouri markets at

ONE *low* RATE

National and regional radio advertisers are finding these three stations increasingly productive.

Their products advertised over the "Missouri Triangle" have experienced a remarkable "over-the-counter" acceptance.

Your product, too, will gain turn-over and distribution if featured over these *Three Stations at One Low Rate.*

KWTO-KGBX
NBC · SPRINGFIELD, MO.
KCMO
KANSAS CITY, MO.
WTMV
EAST ST. LOUIS

### Technical Primer

NBC will take listeners behind the scenes in a weekly series *The ABC of NBC*, to be heard each Saturday 7:45-8 p. m. over the Red network. A visitor selected from one of the groups touring Radio City will be taken to the control room and explanations of engineers' gestures, control apparatus, the operation of networks, shortwave relays, sound effects, and the building of radio programs will be given. A different visitor will accompany the announcer for each broadcast, to keep the explanation within the understanding of the average radio listener.

### WRC Increase Sought

WRC, Washington, will install a new RCA high fidelity 5 kw. transmitter along with a new vertical radiator at a location to be selected outside of Washington, according to an announcement Feb. 23. Applications for the changes have been filed with the FCC. The station operates with 1,000 watts day and 500 watts night on 950 kc. Its application is for an increased power to 5,000 watts day and 1,000 watts night. WRC, along with its sister station WMAL, will occupy new studios in the Translux Theatre Bldg. in Washington this summer.

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TOWNSEND NATIONAL WEEKLY, Chicago, begins a 26-time spot campaign March 1 using one-minute transcribed announcements daily on eight stations (WJAY, WHO, KMMJ, WDGY, WJBK, WLBC, KCMC, KXBY).

## IN THE CONTROL ROOM

**ODES E. ROBINSON**, formerly chief engineer of WIRE, Indianapolis, has been appointed chief engineer of the West Virginia Network, a regional which will comprise WCHS, Charlestown, WPAR, Parkersburg, and WBLK, Clarksburg. The latter station is expected to be completed by March 10, after which the network will get under way.

**HOWARD GRONBERG**, of the control staff of WRC-WMAL, Washington, on March 1 was to be transferred to the New York engineering staff of NBC. The Washington NBC division on Feb. 11 added Al Powley, recently with Fox Movietone News, to its control staff.

**LeROY MOFFETT**, NBC-WENR transmitter engineer in Chicago, is being transferred to the NBC studios in New York.

**TOM BASHAW**, NBC Chicago sound effects man, has announced his engagement to Miss Lois Robertson, of Chicago. An April ceremony is planned.

**R. W. CLARK**, assistant engineer of KPO, San Francisco, has been assigned duties in the television department at Radio City, it was announced by A. H. Saxton, NBC Western Division Engineer.

**F. L. CHRISTMAN**, formerly of the McGregor-Sollie Recording Laboratories, Los Angeles, has been added to the technical staff of KYA, San Francisco. Christman replaces Mark Dunnigan who has joined the San Francisco division of NBC.

**R. W. CLARK**, assistant station engineer of KPO, San Francisco, left for New York Feb. 25 to join the television engineering staff of NBC in Radio City.

**E. H. TAYLOR**, formerly chief engineer of KGFF, Shawnee, Okla., recently working on the new Oklahoma Network, has been appointed chief engineer of KVOR, Colorado Springs, succeeding Jack Lovelle, who is being transferred to WKY, Oklahoma City.

**MYRON KLUGE** has been appointed chief engineer of KFSG, Los Angeles, having resigned from the technical staff of KRKD.

**D. A. SIMMONS**, formerly on the technical staff of KXBY, Kansas City, and prior to that with KOMO, has joined KRKD, Los Angeles.

**J. B. SANDERS** and **M. C. Davie** have joined the engineering staff of WBHP, new local at Huntsville, Ala., scheduled to go on the air about March 1. W. H. Pollard, licensee, will be manager and chief engineer.

**RICHARD MORITZ**, chief engineer of KDLR, Devils Lake, N. D., is the father of twin girls born in January.

**KDLR**, Devils Lake, N. D., has installed new Western Electric 22A remote equipment and has overhauled its transmitter quarters.

**E. E. SCATTERDAY** joined the engineering staff of WOR, Newark, Feb. 15. His background includes five years at WCAE, Pittsburgh, and WFIL, Philadelphia, and a similar period with A. T. & T.

**SEYMOUR JOHNSON**, engineer of KFI-KECA, Los Angeles, has had powerful shortwave transmitter and two-way speaking equipment installed in his automobile. Now Mrs. Johnson is learning the code and plans to get a license so that she can keep in touch with him.

**ALFRED H. KORB**, for six years control room engineer of WGY, Schenectady, left Feb. 18 to join the engineering staff of NBC in Hollywood. He was honored at a farewell party by staff members.

**PETER F. NARKON** has joined the WGY, Schenectady, control room staff. For seven years prior to 1934 he was assistant manager of the Buffalo Broadcasting Corp.; afterward operated a radio sales store, and in 1936 became chief engineer of WOCL, Jamestown, N. Y.

### New Kansas Station

CALLING itself *The Voice of Great Bend*, KVGB, Great Bend, Kan., new 100 watter on 1370 kc. authorized last fall by the FCC, goes on the air March 1 on regular schedule, with Ernest Edward Reuhlen, licensee, as general manager; Jere W. Murphy Jr., assistant manager; Douglas Romine, commercial manager; Chester L. Gowen, program director; Carl L. Hall, chief engineer. The studio staff will also include Leo Legleiter, Nolan Reuhlen, Ted O. Irwin and Evelyn Guion. Mr. Reuhlen, former local merchant, reports that the transmitter of KVGB is a Collins 300E and that new speech input equipment is Collins 12H. Brush microphones are being used, and General Radio supplied the frequency and modulation meter. The station has subscribed to Transradio Press.

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CAPITOL RADIO ENGINEERING Institute, Washington, D. C., has published a booklet titled *A Tested Plan for a Future in Practical Radio Engineering.* It describes the various courses of home study offered by the school, as well as the annual and graduate residence courses. The activities of the institute and the organizations employing its graduates are listed in detail.

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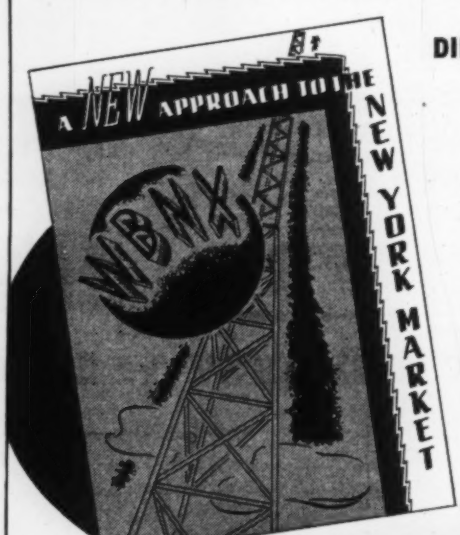
KHSL, Chico, Cal., on Feb. 16 was authorized by the FCC to operate with 250 watts full time on 1260 kc. in lieu of its former daytime only assignment on 950 kc.

NOW READY FOR YOUR FILES

A colorful, handy, file booklet that fully describes the FOREIGN LANGUAGE MARKET of Metropolitan New York.


A NEW APPROACH TO THE NEW YORK MARKET
WBNX

DID YOU KNOW THAT

out of a total of 2,347,500 radio homes, 1,808,272 are of foreign extraction?

the average annual expenditure per foreign family ranges from $1,700 to $5,900?

they listen and support more than 145 foreign language programs on WBNX?

ALL THESE FACTS and much more may be found in this new market brochure . . .

YOURS FOR THE ASKING

SPEAKS THE LANGUAGE
A NEW APPROACH TO THE NEW YORK MARKET · 1000 WATTS
WBNX BROADCASTING CO. INC. · WBNX · NEW YORK CITY · 1350 KC
A NEW APPROACH TO THE NEW YORK MARKET · DAY AND NIGHT
OF YOUR PROSPECT

# BROADCASTERS WILL FIND MANY USES FOR THIS NEW 2-IN-1 MIKE

## It's the "Salt-Shaker" . . . Western Electric's latest sensation!

Like its older brother—the famous "8-ball"—the new "Salt-Shaker" mike is finding immediate acceptance in stations everywhere.

And no wonder! It's a 2-in-1 mike—non-directional or directional (when you put on the acoustic baffle)—gives regular Western Electric broadcast quality—and

**Its cost is amazingly LOW!**

**Western Electric**

Distributed by GRAYBAR Electric Co. In Canada: Northern Electric Co., Ltd.

RADIO TELEPHONE BROADCASTING EQUIPMENT

# PROFESSIONAL DIRECTORY

**JANSKY & BAILEY**
*An Organization of*
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

There is no substitute for experience
**GLENN D. GILLETT**
*Consulting Radio Engineer*
982 National Press Bldg.
Washington, D. C.

**EDGAR H. FELIX**
32 ROCKLAND PLACE
Telephone: New Rochelle 5474
NEW ROCHELLE, N. Y.
Field Intensity Surveys, Coverage Presentations for Sales Purposes, Allocation and Radio Coverage Reports.

**JOHN BARRON**
*Consulting Radio Engineer*
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

**EDWARD H. LOFTIN**
BROADCAST, COMMUNICATIONS AND PATENTS CONSULTANT
1406 G STREET, N. W.
DIstrict 4105
WASHINGTON, D. C.

**Alexander Sherwood**
*Business Consultant in Broadcasting*
320 North 50 St.
OMAHA NEBRASKA

Radio Communication Products
•
**JENKINS & ADAIR, Inc.**
CHICAGO
U. S. A.

**McNARY and CHAMBERS**
*Radio Engineers*
National Press Bldg. Nat. 4048
Washington, D. C.

**PAUL F. GODLEY**
*Consulting Radio Engineer*
Montclair, N. J.
*"25 years of Professional Background"*

**W. P. Hilliard Co.**
*Radio Transmission Equipment*
2106 Calumet Ave.
CHICAGO ILLINOIS

**E. C. PAGE**
*Consulting Radio Engineer*
1311 Livingston St. Davis 2122
Evanston, Ill.

**FRED O. GRIMWOOD**
*Consulting Radio Engineer*
Specializing in Problems of Broadcast Transmission and Coverage Development.
P. O. Box 742 Evansville, Ind.

**HERBERT L. WILSON**
Consulting Radio Engineer
Design of Directional Antennas and Antenna Phasing Equipment, Field Strength Surveys, Station Location Surveys.
260 E. 161st ST. NEW YORK CITY

**THE SOBY YARDSTICK OF AUDIENCE VALUE**
Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.
BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

**FREQUENCY MEASURING SERVICE**
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
*at any hour every day in the year*
**R. C. A. COMMUNICATIONS, Inc.**
*Commercial Department*
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

## Electronics Institute

AS PART of the 1937 summer session of the University of Michigan, an Electronics Institute will be conducted with the cooperation of technicians of General Electric, Westinghouse and Bell Laboratories. The lecture program will consist of two separate four-week lecture sequences, dealing respectively with high vacuum (June 28 to July 24) and gaseous conduction (July 26 to Aug. 20) electronic principles. A special bulletin describing details of the courses will be made available upon request by Prof. W. G. Dow, electrical engineering department, University of Michigan, Ann Arbor.

## WGAL Joins Inter-City

NINTH station to link up with the Inter-City Broadcasting System regional network keyed from WMCA, New York, is WGAL, Lancaster, Pa., which joined the week of Feb. 22. WGAL is a unit of the Mason-Dixon Group of six stations owned by the Steinman brothers, Lancaster publishers. The Inter-City System now includes, in addition to WMCA and WGAL, the following: WIP, Philadelphia; WCBM, Baltimore; WATR, Waterbury; WOL, Washington; WMEX, Boston; WPRO, Providence, and WDEL, Wilmington, the latter also one of the Mason-Dixon Group.

The Largest Independent Frequency Measuring Service in the Country
ACCURACY
*Manufacturers and Engineering Consultants*
COMMERCIAL RADIO EQUIPMENT COMPANY
216 E. 74th St., Kansas City, Mo.

**FOR SALE**
One Western Electric 6B, 1 KW transmitter with complete set of spares as required by Commission, in first-class working condition.
$2300.00
**WSMB**
NEW ORLEANS
*H. G. Nebe, Chief Engr.*

## CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance
Forms close 25th and 10th of month preceding issues.

### Situations Wanted

Desire connection with radio station. Salary secondary to chance for advancement. Journalistic degree, single, age 26. Three years' experience in advertising and publicity. Go anywhere. Box 628, BROADCASTING.

Young Assistant Manager of clear channel station. Thorough background commercial and engineering experience. First Class license. Now employed. Best references. Good reason for changing positions. Box 636, BROADCASTING.

Gentleman with twelve years radio broadcasting sales experience, former owner of radio station, desires connection with enterprising station. Box 641 BROADCASTING.

Experienced announcer - licensed operator, now employed with high powered regional, desires change. Three years broadcasting. Excellent references. Box 640, BROADCASTING.

Program Director — employed — college graduate—specializes in producing live talent programs of every type. Also experience in musical directing—continuity writing—publicity directing and announcing. Interested only in permanent work. Box 639, BROADCASTING.

Operator, experienced in transmitter and control room operating and maintenance. Have handled spots, transcriptions, and station breaks on network station. Can copy Trans-Radio. Age 28, married, sober. Address John T. Duty, 1814 Broadway, San Antonio, Texas.

### Help Wanted

Wanted: Engineer, experienced with 100 watt transmitters and speech work. State qualifications and give references first letter. Box 635, BROADCASTING.

Wanted: Announcer who also possesses good singing voice. Only experienced men need reply. State qualifications fully Box 634, BROADCASTING.

A-1 announcer with telephone license. KOVC, Valley City, N. Dak.

### Help Wanted (Cont'd)

Radio salesman to handle national advertising on Midwest station in community of 150,000. Complete references required. Box 642, BROADCASTING.

Experienced Salesman. 100 Watt Station Rocky Mountain West. Exclusive territory. Salary, liberal commission. Write Box 63 BROADCASTING.

We have openings in various parts of the country for men that have been or are now connected with broadcasting stations as executives or in a commercial capacity. Our plan does not offer a position with a station but in a very profitable field related to broadcasting. A dignified opportunity to make big money. All replies confidential. Box 24, Station A, New York City.

### Wanted to Buy

1 kw transmitter. State description, and price. Box 637, BROADCASTING.

Two (approximately 250 to 300 foot) steel towers. Quote lowest price f.o.b. cars. Box 638, BROADCASTING.

### For Sale—Equipment

Western Electric 71-A 1000 watt linear amplifier in good condition. Write KRK 312 Spring Arcade Bldg., Los Angeles California.

### FOR SALE — AT BARGAIN

Two Milliken-Blaw-Knox bolted structural steel radio towers—Height 152 ft.—Base 15 ft. 6 inches square, tapering to 2 ft. square at top. Equipment includes two hand winches. Can be delivered approximately March 1st. WTAR, Norfolk, Va.

### For Rent—Equipment

Approved equipment, RCA TMV-75- field strength measuring unit (new), direct reading; Estiline Angus Automatic Recorder for fading on distant stations; GR radio frequency bridge; radio oscillators, etc. Reasonable rental. Allied Research Laboratories, 260 East 161st Stre New York City.

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## NETWORK ACCOUNTS

**(All times EST unless otherwise specified)**

### New Business

ATLANTIC REFINING Co., Philadelphia (White Flash gasoline and motor oil), on March 1 starts *Ma & Pa*, Cape Cod serial drama starring Parker Fennelly, on 26 CBS stations, Mon. thru Fri., 7:15-7:30 p. m. Agency: N. W. Ayer & Son Inc., Philadelphia.

GALLENKAMP Stores Co., San Francisco (chain shoe stores) on March 5 starts for 52 weeks *True Detective Mysteries* on 6 NBC network stations (KGO, KECA, KFBK, KWG, KERN, KMJ), Fri., 7-7:30 p. m. (PST). Agency: Long Adv. Service, San Francisco.

TAVANNES OF AMERICA Inc., New York (watches), on March 28 starts for 13 weeks *Split Seconds of History* on 6 CBS-Pacific stations, Sun., 7:45-8 p. m. (PST). Agency: Milton Weinberg Adv. Co., Los Angeles.

SINCLAIR REFINING Co., New York (petroleum products) on April 7 will start an unannounced program on 59 CBS stations, Wed., Fri., 10:30-10:45 p. m. Agency: Federal Adv. Agency Inc., N. Y.

NORTH AMERICAN Accident Insurance Co., Newark (insurance), on Feb. 21 started *Gabriel Heater* on 3 MBS stations (WOR, WGN, CKLW), Sun., 9:30-9:45 p. m. Agency: Franklin Bruck Adv. Corp., N. Y.

J. B. FORD SALES Co., Wyandotte, Mich. (Wyandotte cleanser), on March 2 starts *A Page from Your Life* on 11 CBS stations with 5 outlets to be added April 13, Tues., Thurs., Sat., 2-2:15 p. m. Agency: N. W. Ayer & Son Inc., Philadelphia.

LIBBY, McNEILL & LIBBY, Chicago (Libby's 100 foods), on March 1 starts *We Are Four* on 2 MBS stations (WGN, WOR), Mon. thru Fri., 12:45-1 p. m. Agency: J. Walter Thompson, Chicago.

NASH-KELVINATOR Corp., Kelvinator Division, Detroit (refrigerators), on March 6 starts *Professor Quiz* on 55 CBS stations, Sat., 8-8:30 p. m. Agency: Geyer, Cornell & Newell Inc., N. Y.

WILLIAM WRIGLEY Jr. Co., Chicago (chewing gum), on Feb. 22 started *Scattergood Baines*, magazine character of Clarence Budington Kelland, on 6 CBS-Pacific stations (KNX, KSFO, KOIN, KOL, KVI, KFPY), Mon. through Fri., 8-8:15 p. m. (PST). Agency: Neisser-Meyerhoff Inc., Chicago.

### Renewal Accounts

RIO GRANDE OIL Co., Los Angeles (petroleum products), on Feb. 3 renewed for 30 weeks *Calling All Cars* on 2 CBS-Pacific stations (KNX-KSFO), Wed., 9-9:30 p. m. (PST). Agency: Hixon-O'Donnell Inc., Los Angeles.

The Script Library
A DIVISION OF RADIO EVENTS, INC.
535 Fifth Avenue,
New York, N.Y.
*A Radio Script for Every Sustaining and Commercial Need*

RADIO EVENTS, INC.
AN INDEPENDENT PRODUCING GROUP SERVING ADVERTISING AGENCIES
535 Fifth Avenue,
New York, N.Y.
*From script to production – that extra something thats good radio*

### Bicycle Net Plans

CYCLE TRADES OF AMERICA Inc., New York (bicycles), is making plans for a quarter-hour weekly program on one of the national networks about April 1. While the campaign plans are still in a nebulous state it is believed that the program will be a musical show with name guest stars. Commercial copy will stress the enjoyments of cycling, the safety of the new models in bicycles, and the beauty spots which can most easily be visited on wheels. L. N. Southmayd, manager of the organization, who has full charge of planning and preparing the program, stated that the experimental spot campaigns used by the association during the last two years have proved radio an excellent medium for the promotion of cycling.

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GENERAL MOTORS Corp., Detroit (autos) on March 14 renews *General Motors Concerts* on 65 NBC-Red stations, Sun., 10-11 p. m. Agency: Campbell-Ewald Co. of New York, N. Y.

GENERAL FOODS Corp., New York (Jello) on Feb. 28 renewed *Jello Program* with Jack Benny on 72 NBC-Red stations, Sun., 7-7:30 p. m. with repeat 11:30 p. m. Agency: Young & Rubicam Inc., N. Y.

J. W. MARROW Co., Los Angeles (Mar-O-Oil shampoo), on March 17 renews Henry Busse and Orchestra on 21 NBC-Red stations, Wed., 4-4:15 p. m. Agency: Baggaley, Horton & Hoyt Inc., Chicago.

GENERAL BAKING Co., New York (Bond bread), on Feb. 21 renewed *Guy Lombardo Orchestra* on 27 CBS stations, Sun., 5:30-6 p. m. Agency: Batten, Barton, Durstine & Osborn Inc., N. Y.

MENNEN Co., Newark (shaving cream), on April 12 renews *Famous Jury Trials* on 4 MBS stations (WOR, WLW, WGN, WAAB), Mon., 10-10:45 p. m. Agency: H. M. Kiesewetter Adv. Agency Inc., N. Y.

TASTYEAST Inc., Trenton, N. J. (candy), on March 2 renews *Original Tastyeast Jesters* on 19 NBC-Blue stations, Tues., Wed., Thurs., 7:15-7:30 p. m. Agency: Peck Adv. Agency Inc., N. Y.

AMERICAN HOME PRODUCTS Corp., New York (Kolynos) on Feb. 23 renewed *Hammerstein Music Hall* for 52 weeks on 45 CBS stations, Tues., 8-8:30 p. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

AMERICAN HOME PRODUCTS Corp., New York (Bi-So-Dol), on Feb. 26 renewed *Broadway Varieties* for 52 weeks on 47 CBS stations, Fri., 8-8:30 p. m. Agency: Blackett-Sample-Hummert Inc., N. Y.

RESULTS.
OUR BEST SALESMEN
WTOC
in SAVANNAH
"Georgia's Seaport"
1260 k. c. CBS net.
Represented Nationally
by
PAUL H. RAYMER CO.

PACKARD MOTOR CAR Co., Detroit, on March 9 renews CBS *Packard Hour*, Tues., 9:30-10:30 p. m. Agency: Young & Rubicam, N. Y.

GULF REFINING Co., Pittsburgh, on April 4 renews *Phil Baker* for 13 weeks on 60 CBS stations, Sun., 7:30-8 p. m. Agency: Young & Rubicam Inc., N. Y.

MACFADDEN PUBLICATIONS Inc., New York (True Detective) on March 9 renews *Mystery Stories* for 26 weeks on 2 MBS stations (WLW-WOR), Tues., 9:30-10 p. m. Agency: Ruthrauff & Ryan Inc., N. Y.

KNOX GELATINE Co., Johnstown, N. Y., on March 25 renews *Quality Twins* on 22 CBS stations, Tues., Thurs., 11:15-11:30 p. m. Agency: Federal Adv. Agency, N. Y.

GENERAL FOODS Corp., New York (Minute Tapicoa), on Feb. 21 renewed *Stoopnagle & Budd* through May 16 on 33 NBC-Blue stations, Sun., 5:30-6 p. m. Agency: Young & Rubicam Inc., N. Y.

AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on March 10 renews *Your Hit Parade and Sweepstakes* on 70 NBC-Red stations, Tues., 10-10:30 p. m. Agency: Lord & Thomas, N. Y.

AMERICAN RADIATOR & Standard Sanitary Corp., New York (heating apparatus), on March 14 renews *Fireside Recitals* on 20 NBC-Red stations, Sun., 7:30-7:45 p. m. Agency: Blaker Adv. Agency Inc., N. Y.

### Network Changes

BROWN & WILLIAMSON TOBACCO Corp., Louisville on March 19 shifts *Jack Pearl* to Fri., 10-10:30 p. m. on 37 NBC-Blue stations. Agency: BBDO, N. Y.

CALIFORNIA CONSERVING Co. (C-H-B- food products), on Feb. 16 adds KARK, Little Rock, Ark., to NBC Pacific Red network.

SOCIAL JUSTICE PUB. Co., on Feb. 21 added WMCA, New York, to Sunday series, 3-4 p. m. WOR carries evening broadcast, 8-8:30, in New York.

ATLANTIC REFINING Co., on March 1 increases *Ma & Pa* to five broadcasts weekly on 25 CBS stations, Mon. thru Fri., 7:15-7:30 p. m.

UNION OIL Co., Los Angeles (petroleum products) on Feb. 17 added KGU, Honolulu, to *Thrills* on NBC-Pacific Red network.

NATIONAL BISCUIT Co., New York (crackers), on March 28 shifted *Twin Stars* from NBC to 70 CBS stations, Sun., 5-5:30 p. m. (PST).

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WGN, Chicago, has abandoned the use of "*WGN, Tribune Square, Chicago*" in favor of a new slogan, "*WGN, the Voice of the People, Chicago.*" This is in line with a general policy to disassociate in the public mind the ownership of WGN by the *Chicago Tribune*.

STELLI
Cutting Needles
for all acetate blanks

Here's what a user says: "One needle cut fifteen 15-minute transcriptions before even a trace of surface noise appeared." Original cost, 75c each. Replaced indefinitely, 25c each.

*Harder than steel. Tougher than sapphire. Hand-lapped with diamond dust.*

RANGERTONE, INC.
ELECTRIC-MUSIC
201 Verona Ave., Newark, N. J.

History 1937!!

"Our problem was loss in bottles . . . 250,000 MORE PER MONTH are being returned since beginning 'Songs At Twilight' on WCAE.

"NEVER BEFORE IN OUR HISTORY has increased milk consumption followed a price raise. During our WCAE broadcasts, however, consumption has increased in spite of TWO price raises."

Signed by J. W. Imler and P. B. Marton, Alleghany County Milk Exchange and Greater Pittsburgh Milk Dealers Assn., co-sponsors "Songs At Twilight" on WCAE Fridays.

WCAE
PITTSBURGH · BASIC NBC RED NETWORK
National Representatives - HEARST RADIO
NEW YORK - CHICAGO - SAN FRANCISCO - LOS ANGELES - DALLAS

# THEY ALSO READ NEWSPAPERS

## But Kalamazoo Students Place Radio in First Place as Source of Current Events

By RAY SWEENEY

"I'D LIKE to have a representative from WKZO make a short talk at our meeting," phoned Leonard Gernant, social science professor at Kalamazoo's Central High School. "It's the meeting of the Southwestern Michigan social science convention. Your man will discuss 'The Functions of the Radio in the Effective Presentation of Current History' ".

"Okay," said the continuity editor, "When's this meeting?"

"Saturday . . . this Saturday at 2 o'clock. There'll also be a representative from the daily paper there."

"Hmmmmm," hmm'd the continuity editor, "I guess it's still okay. We'll send Eddie Humphrey, our news man, to cover direct news and commentation. And if I can make it, I'll shake loose with a few words of news dramatization. We auditioned one—*Today's Front Page* we called it—just last night."

But the continuity man could not "make it" and short, curly-haired, dynamic Eddie Humphrey remembered speech 149-B and so proceeded alone to Room 111 of the science building. Before Chairman Gernant, some 20-odd teachers, and student Richard Morris, the representative of the town newspaper presented the cause of the fourth estate. The conclusion of his speech found the teachers curious. "What was wrong with the *Literary Digest* poll?" they questioned. "Do newspapers admit being partisan?" Grimly the news man stuck to his guns. When patient explanation grew exhausting, "I have no comment" finally subsided the queries.

By this time radioman Humphrey was frankly dubious about the success of his coming talk—school teachers seemingly had an interest in current affairs that few people gave them credit for. But he gave a speech—a full 20-minute one— and was quite content when the questions directed at him proved virtually harmless—"How does radio beat the newspapers to important news flashes", and the like.

### Even Schools Have Surveys

Next on the program came Richard Morris, a student at Central High School. Young Morris, bespectacled and wise despite his youth, was out to explain "How Students Keep Pace with Current History". He had conducted what he said was an impartial survey among his fellow social science students. At this statement both newspaper and radio representatives leaned forward, hands on knees, with elbows akimbo like the positions of minstrel show endmen.

"In answers from over 1,000 students," said Richard, "Lowell Thomas was the most popular commentator with 800 listeners. Boake Carter was second with 530, Edwin C. Hill had 80, and Paul Sullivan 65. Incidentally, Boake Carter is not an ordinary name but the survey found him known as *Hope, Book, Boat, Boa, Bog, Bloke* and *Broke*. Of other radio programs, the *March of Time* was most popular with 415 votes. 150 students mentioned WKZO and over 100 said they listened to news flashes throughout the day." (The sun strolled through the window and played briefly on Humphrey's face.)

"Nearly 800 said they discussed current events at home," continued Richard Morris, "100 seemed uncertain whether to say yes or no, and 115 came out flatly and stated there was no home discussion. The last and most important question I asked on my survey was: From what source do you receive most of your knowledge of current events? When the totals were counted it was a victory for . . . (two people swore under their breath at the pause) . . . the RADIO, with 573, the newspaper was second with 495, school discussion had 200, movies 115, and the home only 90."

Richard Morris seated himself, the newspaper representative excused himself, and Eddie Humphrey took a girl named Kay by the arm and lead her to his car.

Back at the office, word spread quickly of the triumph. Salesman "Cookey" Goodman said WKZO was really getting into the homes through the students. Louis Froelich, another salesman, demanded a copy of Richard Morris' speech —he was going to include it in the next brochure. The continuity man talked to himself all afternoon—if he had taken in that meeting he could have written a bang-up publicity plug in BROADCASTING.

## Radio Operator Bill

THE HOUSE on Feb. 24 passed with one amendment HR-3898, which was the effect of exempting research students at universities engaged in purely experimental operations from the requirements of the Communications Act dealing with licensed operators. The amendment gives the FCC discretion in certain instances to release the absolute requirement of Section 318 that all transmitting apparatus at all times of operation must be under the control of a licensed operator The need for this modification, the FCC informed Congress, was demonstrated forcibly by a recent application of the Cruft Laboratory at Harvard University in connection with the operation of a general experimental station for the purpose of making continuous observations of the ionosphere. The measure now goes to the Senate where approval is expected.

## New Corporation Bill

A BILL (S-1682) which may have far-reaching importance upon the operation of all corporations was introduced Feb. 24 in the Senate by Senator McKellar (D-Tenn.). The bill would abolish the "legal fiction" that a corporation is a citizen of the state by which it is chartered. Then it would provide that for jurisdictional purposes in the Federal courts, every corporation shall be deemed a citizen of the state in which its stockholders, or any of them, reside. It was referred to the Senate Judiciary Committee.

## New Vertical Antennas

PLANS to replace the present two-tower "T" antenna of WENR, Chicago key station of the NBC-Blue network, with a new-type vertical radiator that will increase the fading-free area of the station, were disclosed Feb. 17 when NBC applied to the FCC for authority to make the changes at the Downer's Grove, Ill. transmitting plant of the 50,000 watter, which also serves as the transmitter of WLS, with which it shares time. In addition, the FCC has been asked to authorize the 50,000-watt WTAM, Cleveland, also NBC-owned to install a new 47-foot radiator at Brecksville, O., southwest of Cleveland. NBC also announced that three of its affiliated stations—WDAF, Kansas City; WXYZ, Detroit; KOIL, Omaha—are also constructing new vertical antennas.

## Five-Year Licenses

(*Continued from page 11*)

stations would be less vulnerable to attack from applicants for their facilities under such a law but it has been repeatedly stated they could be called to task just as easily for any flagrant violations of the law.

Another argument advanced in favor of longer licenses has been the fact that stations with tremendous investments in facilities, live virtually on a month-to-month basis. In spite of this, stations have constantly improved their technical and studio facilities and concurred heavier investments.

It is held that longer licenses would be the biggest single step that could be taken toward stabilization of broadcasting as an industry. There would be fewer sales of stations, it is felt, with the increased license tenure.

The five-year license bill introduced by Rep. Anderson and referred to the House Interstate & Foreign Commerce Committee is as follows:

To prescribe a five-year minimum term for broadcasting licenses.

Section 307 D of the Communications Act of 1934 is hereby amended to read as follows:

(d) No license granted for the operation of a broadcast station shall be for a term shorter than five years and no license so granted for any other class of station shall be for a longer term than five years, and any license granted may be revoked as hereinafter provided: Upon the expiration of any license, upon application therefor, a renewal of such license may be granted from time to time for a term not less than five years in the case of broadcasting licenses and not to exceed five years in the case of other licenses, but action of the Commission with reference to the granting of such applications for the renewal of a license shall be limited to and governed by the same conditions and practices which affect the granting of the original application.

Section 2. The amendments made by Section 1 of this Act shall not apply to any broadcasting license in force on the date of the enactment of this act until it expires pursuant to the provisions of Section 307 D of the Communications Act of 1934 as in force prior to such date.

AN OPENING for a radio inspector's post with the FCC at $2,000 a year has been announced by the Civil Service Commission, which asks that applications be filed with it by March 8.

A NEW "FIRST" — That is the claim made by WSAZ, Huntington, W. Va., for its new shunt-tuned, grounded, self-supporting 204-foot vertical radiator just placed in operation. It was engineered by Bell Telephone Laboratories and erected by Blaw-Knox. That the antenna has extended the station's coverage considerably, it said, was evidenced during the recent flood broadcasts when during early morning hours particularly WSAZ was heard from Canada to Mexico and coast-to-coast.

## EQUIPMENT

WDAY, Fargo, N. D., is installing new studio and control equipment. Studios will be equipped with individual control booths. The station also is broadcasting daily bulletins on road conditions, sponsored by the local Barnsdall distributor.

KUOA, Siloam Springs, Ark., has placed in operation all new Western Electric speech input equipment in the studios, a new Western Electric 5 kw. (355D-1) transmitter and a 450-foot Blaw Knox uniform cross-section vertical radiator.

LEHIGH STRUCTURAL STEEL Co. has been awarded contracts for four new vertical radiator installations, including a 485-foot tower for WJBO, Baton Rouge, La.; a 180-foot tower for WAIR, Winston-Salem, N. C.; a 177-foot tower for WQDM, St. Albans, Vt.; and a 170-foot tower for WRDW, Augusta, Ga.

WAML, Laurel, Miss., has installed complete RCA speech equipment with RCA mikes with its new 100-E RCA transmitter and 187-foot vertical antenna. Installation was under the direction of Chief Engineer Touchstone.

INTERNATIONAL Resistance Co., Philadelphia, has published a resistance engineering manual, available on request to engineers and designers.

GENERAL ELECTRIC Co., Schenectady, has issued publications, describing how to restore flooded electric equipment, to its offices in the Ohio and Mississippi valleys. Copies are available on request.

EQUIPMENT to be used by students at the Indiana University extension center at Indianapolis has been furnished by WFBM, Indianapolis, and will provide for auditions, class rehearsals of radio scripts and study of transcribed radio programs by students in radio classes.

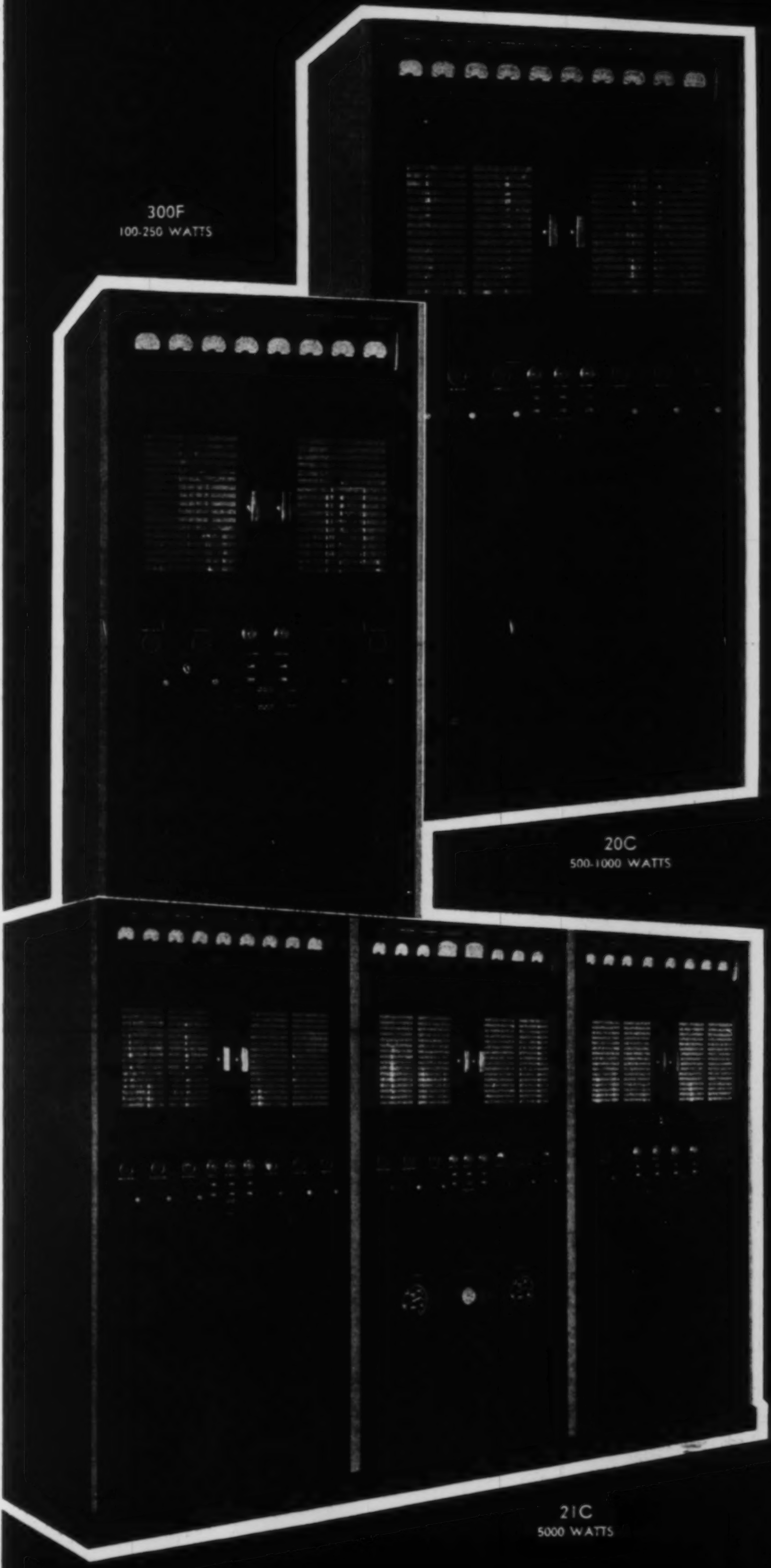
EDWIN M. SPENCE, manager of WBAL, Baltimore, presented the "WBAL Trophy" to Tom Gateley, handler of International Champion Briggus Princess, winner of the terrier division at the recent Maryland Kennel Show in Baltimore.

# PLAN FOR PROGRESS

COLLINS does not follow the practice of adding amplifier units to low power sets to "build up" power since this method necessitates design compromises; installation and maintenance are complicated and tube costs are increased at each power. Instead, Collins builds the best design for each power and offers a plan to its clientele for installing new equipment when power is increased. Under this plan the cost of plant expansion is actually less; equipment always up-to-date.

Typical Collins designs for three power classifications are the 300F (100/250 watts), 20C (500/1000 watts) and the 21C (5000 watts). Each is well balanced, efficient, complete.

All sizes of transmitters are correlated in styling and are built to a single exacting standard. Technical requirements of the F. C. C. are met and exceeded. Experience of the many stations* using this equipment has thoroughly demonstrated the ability of Collins Equipment to give high quality, reliable service.



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* More than one-third of the new U. S. stations purchased in 1936 were Collins equipped.

**Collins Radio Company**

CEDAR RAPIDS, IOWA

XUM

### ACTIONS OF THE

# FEDERAL COMMUNICATIONS COMMISSION

### (Broadcast Division)

### FEBRUARY 13 TO FEBRUARY 26, INCLUSIVE

## Decisions . . .

**FEBRUARY 16**

**APPLICATIONS GRANTED:**

KBPS, Portland, Ore.—CP change equip.

WBRC, Birmingham — CP new trans., vert. antenna, increase D 1 to 5 kw.

KRRV, Sherman, Tex.—License for CP change equip., increase D 100 to 250 w.

KGKB, Tyler, Tex. — License for CP change equip., increase 100 w unl. D spec. N to 100 w 250 w D unl.

WTAG, Worcester, Mass.—License for CP move trans., directional antenna, increase 500 w unl. to 1 kw unl., directional.

KFSD, San Diego, Cal., Renewal license.

KSFO, San Francisco—Renewal license.

KADA, Ada, Okla. — Mod. license re studio site.

SET FOR HEARING — NEW, Press-Union Pub. Co., Atlantic City, CP 1200 kc 100 w D; NEW, Frank M. Stearns, Salisbury, Md., CP 1200 kc 250 w D; KTEM, Temple, Tex., CP change to 100 w 250 w D unl.; NEW, G. Kenneth Miller, Tulsa, CP 1310 kc 100 w unl.; NEW, Summit Radio Corp., Akron, CP 1530 kc 1 kw unl.; NEW, Arlington Radio Service Inc., Arlington, Va., CP 850 kc 250 w D; NEW, Clark Standiford, L. S. Coburn, Fremont, Neb., CP 1420 kc 100 w unl.; NEW, George W. Young, St. Paul, CP 920 kc 1 kw 5 kw D directional N unl.; NEW, John C. Hughes, Phoenix City, Ala., amended CP 1310 kc 100 w D; KFXM, San Bernardino, Cal., CP move trans. locally, new equip., vert. radiator, increase D to 250 w; KGFJ, Los Angeles, CP move trans., new equip., antenna, change 1200 to 1170 kc increase 100 w to 250 w 500 w D; NEW, Phila. Radio Brdcstg. Co., Philadelphia, CP 1570 kc 1 kw unl.; NEW, Archie E. Everage, Andalusia, Ala., CP 1310 kc 100 w 250 w D unl.; WHK, Cleveland, mod. license D 2½ to 5 kw; KGDY, Huron, S. D., auth. transfer control from F. Koren, Robert J. Dean and M. W. Plowman to Greater Kampeska Radio Corp.

SPECIAL AUTHORIZATION — WFIL, Philadelphia, ext. special auth. 560 kc 1 kw N March.

APPLICATIONS DISMISSED (request of applicants)—WDNC, Durham, N. C., CP 590 kc 1 kw unl.; NEW, Voice of the Times, Broadus McSwain, Raleigh, N. C., CP 1210 kc 100 w D; NEW, Ogdensburg Pub. Co. Inc., Ogdensburg, N. Y., CP 1500 kc 100 w unl.

MISCELLANEOUS — Ohio Brdcstg. Co. granted permission intervene applic. Sharon Herald Brdcstg. Co.; amendment to WFTX Inc. applic. refused; Geraldine Alberghane, Pawtucket, R. I., waived Rule 104.6(b) and accepted appearance applic. new station Pawtucket 720 kc 1 kw unl.; Hildreth & Rogers Co., Pawtucket, denied cancellation hearing on applic. Geraldine Alberghane; E. Anthony & Sons, Pawtucket, granted pet. intervene hearing on applic. Geraldine Alberghane; WGN, Chicago, granted continuance applic. Geraldine Alberghane, case to be heard before Division; WGBI, Scranton, granted auth. intervene applic. Lou Poller CO Scranton 1370 kc 250 w D; Paul B. McEvoy, Hobart, Okla., denied reconsid. & grant applic. CP 1420 kc 100 w D; KGB, San Diego, denied reconsid. & grant applic. increase D 1 to 5 kw; WGN, Chicago, denied indefinite continuance applic. Bay State Brdcstg. Corp. CP Providence, R. I., 720 kc 1 kw LS; Geraldine Alberghane, Pawtucket, R. I., accepted answer to appearance of Bay State Brdcstg. Corp. Case; Beryatel Bros., Raton, N. M., waived rules and returned appearances filed two days late for proper verification; WABY, Albany, N. Y., granted permission intervene hearing applic. Troy Brdcstg. Co. for CP 950 kc 1 kw D; O. Lee Stone, Florence, S. C., reaffirmed grant CP 7-2-36 1200 kc 100 w D, which was suspended and set for hearing because of Don Lee Brdcstg. Co. protest, later withdrawn; petition of WAIN to intervene in above case dismissed; WLB. WCAL. dismissed motion strike protests filed by KSTP in granting applic. without hearing.

**ACTION ON EXAMINERS' REPORTS:**

NEW, Albert Lea Brdcstg. Corp., Albert Lea, Minn., CP 1200 kc 100 w D, sustaining Examiner Hyde.

NEW, Winona Radio Service, Winona, Minn.—Same.

KHSL, Chico, Cal.—Granted mod. license 950 to 1260 kc 250 w unl., sustaining Examiner Hyde.

**FEBRUARY 23**

**APPLICATIONS GRANTED:**

WTRC, Elkhart, Ind. — Mod. license Simul.-D, Sh.-N WLBC to unl.

WKBW, Buffalo—CP move trans. locally, use WGR radiating system.

WGR, Buffalo—Same.

WDGY, Minneapolis — Mod. CP extend completion.

WFOY, St. Augustine, Fla.—License for CP as mod. 1210 kc 100 w unl.

KROC, Rochester, Minn.—Auth. transfer control First Trust Co. of St. Paul and G. P. Caster as special adm. estate of L. J. Shields, Florence E. Brown and Emmet Butler as trustees under will of Frank M. Brown, Florence E. Brown as guardian estate of James L. Brown, minor, and Stanley Hubbard and Natl. Battery Brdcstg. Co. to Gregory Gentling, also granted renewal.

WPEN, Philadelphia—Renewal.

WRDO, Augusta, Me.—Renewal.

WLAK, Lakeland, Fla.—Extension license temp.

KJR, Seattle—Renewal aux. trans.

KFQD, Anchorage, Alaska—Ext. license 60 days.

WWJ, Detroit—Ext. license 30 days.

KWKH, Shreveport, La.—Renewal.

WMCA, New York—Renewal.

KFYO, Amarillo, Tex.—Ext. license 30 days.

KGNC, Amarillo—Same.

WHBI, Newark—Renewal.

KFDM, Beaumont, Tex.—Renewal.

KGFX, Pierre, S. D.—Ext. license.

KGKO, Wichita Falls, Tex.—Renewal.

WPRO, Providence — Ext. license 30 days.

KOAC, Corvallis, Ore.—Same.

WRAX, Philadelphia—Temp. renewal.

WJAC, Johnstown, Pa.—License for CP 1310 kc 100 w 250 w D Sh.-WFBG.

WDWS, Champaign, Ill.—License for CP and mod. 1370 kc 100 w D.

SET FOR HEARING—NEW, Galesburg Prt. & Pub. Co., Galesburg, Ill., CP 1500 kc 250 w D; NEW, W. W. Luce, Fort Lauderdale, Fla., CP 1050 kc 1 kw ltd.; NEW, Dan B. Shields, Provo, U., CP 1200 kc 100 w unl.; NEW, Northwest Research Foundation Inc., Seattle, CP 1530 kc 1 kw unl. (formerly Ward Walker); NEW, T. E. Kirksey, Waco, Tex., CP 930 kc 250 w 500 w D unl.; KUOA, Siloam Springs, Ark., mod. license 1260 to 620 kc, increase 2½ to 5 kw; WDRC, Hartford, exp. auth. booster station in New Haven; KMTR, Los Angeles, renewal license; NEW, Clarence A. Berger, Saul B. Freeman, Coeur d'Alone, Id., CP amended to 1200 kc 100 w D; NEW, F. W. Berton, Coral Gables, Fla., CP 1420 kc 100 w unl.; NEW, Roberts-McNab Co., Bozeman, Mont., CP amended to 1420 kc 100 w 250 w D unl.; NEW, C. P. Wudweeks, Spokane, CP 950 kc 500 w 1 kw D unl.; WDEV, Waterbury, Vt., renewal license; WBZA, Boston, CP move trans. 8 mi., studio from Boston to Springfield, new equip., directional, change 990 to 550 kc, change 1 kw N & D synchro.-WBZ to unl. (asks WDEV facilities); KSD, St. Louis, renewal license; KARK, Little Rock, Ark., renewal license.

SPECIAL AUTHORIZATIONS — WRC, Washington, temp. auth. test trans. sites on 1000 kc; KFNF, Shenandoah, Ia., ext. temp. auth. Simul.-WILL.

APPLICATION DISMISSED (request of applic.)—NEW, H. A. Hamilton, Spartanburg, S. C., CP 1420 kc 100 w 250 w LS unl.

RETIRED TO FILES—WTRC, Elkhart, Ind., temp. auth. spec. hours; WHBI, Newark, renewal aux. trans. license.

**ACTION ON EXAMINERS' REPORTS:**

KSEI, Pocatello, Id. — Renewal license, sustaining Examiner Hill.

WSBT, South Bend, Ind. — CP change equip., directional, change 1360 to 1010 kc, increase 500 w to 1 kw, move trans. locally, change Sh.-WGES to unl., sustaining Examiner Dalberg.

WEMP, Milwaukee — Denied CP new equip., change 1310 to 1010 kc, increase 100 w to 250 w 500 w D, from D to unl., sustaining Examiner Dalberg.

NEW, Dr. F. P. Cerniglia, Monroe, La. —Denied CP 1500 kc 100 w unl., sustaining Examiner Hill.

ORAL ARGUMENTS GRANTED—WGBI, Scranton, 4-8-37; NEW, Hunt Brdcstg. Assn., Greenville, Tex.; KALB, Alexandria, La.; New, Hannibal Brdcstg. Co. and NEW, Courier Post Pub. Co., Hannibal, Mo., all 4-15-37.

MISCELLANEOUS — KPRC, Houston, temp. auth. 30 days 5 kw N; H. O. Davis, Mobile, accepted appearance re applic. new station at Mobile; Stanley Reid and Chas. Withnell Roegel Jr., Cedar Rapids, Ia., denied pet. withhold action on applic. Hannibal Brdcstg. Co. and Courier Post Pub. Co. for CP's in Hannibal; Exchange Ave. Baptist Church, Oklahoma City, accepted appearance re applic. renewal and assignment license; KFXR, Oklahoma City, granted pet. intervene hearing Exchange Ave. Baptist Church; John S. Braun, Waco, Tex., denied pet. have applic. dismissed without prejudice; WOSU, Columbus, accepted answer as respondent re applic. Central Mich. Radio Co., Mt. Pleasant, Mich.; WLWL, New York, dismissed protest Missionary Society of St. Paul the Apostle and Universal Brdcstg. Corp. on behalf WLWL in granting without hearing applic. consent transfer control WOV; Richard E. O'Dea, Paterson, N. J., dismissed protest asking Commission to disapprove contract between John Iraci and Arde Bulova which permits Iraci to become connected with WNEW or acquire stock or interest therein, directly or indirectly.

RATIFICATIONS—Time to file appearances in KFXR applic. extended; Arthur Faske petition to file answers dismissed and motion for continuance dismissed; Rule 103.3 waived and amendment accepted to KFNF applic.; KFNF answer as respondent in KARK applic. accepted; vacated action 2-16-37 setting applic. Geraldine Alberghane for hearing before Division and granting WGN petition to continue hearing indefinitely and in lieu thereof directed applic. be heard before an examiner 3-26-37 and denied WGN motion to continue; supplemental petition of WHN for continuance hearing of Bay State Brdcstg. Corp., Providence, granted and hearing continued to 3-26-37 to be heard with Geraldine Alberghane applic. new station at Pawtucket, R. I.; E. Anthony & Sons granted petition intervene applic. Bay State Brdcstg. Corp.; KLRA denied reconsid. & grant petition to intervene KTHS applic. vol. assign. license which was denied 11-6-36; Gomer Thomas denied request withdraw applic. and directed oral argument on exceptions be held as scheduled; WOAI, San Antonio, oral argument continued to 4-29-37.

**FEBRUARY 24**

KTSM, El Paso—Denied rehearing applic. Dorrance D. Roderick for CP new station in El Paso 1500 kc 100 w unl., which was granted 12-1-36; effective date extended to 2-25-37.

## Examiners' Reports . . .

KMPC, Beverly Hills, Cal. — Examiner Walker recommended (I-356) that applic. transfer control from Pacific Southwest Discount Corp. to George A. Richards be granted.

KWBG, Hutchinson, Kan. — Examiner Dalberg recommended (I-357) that applic. CP change 1420 kc 100 w unl. to 550 kc 250 w unl. be denied.

NEW, Loyal K. King, Pasadena, Cal.—Examiner Walker recommended (I-358) that applic. CP 1320 kc 250 w D be denied.

WCOA, Pensacola, Fla.—Examiner Dalberg recommended (I-359) that applic. CP increase 500 w to 1 kw be granted.

## Applications . . .

**FEBRUARY 13**

WPRO, Providence—License for CP increase power, directional.

WMCA, New York — Mod. license increase aux. trans. 500 w to 1 kw.

WBAX, Wilkes-Barre, Pa.—License for CP new trans.

WHK, Cleveland—Mod. license increase N 1 to 5 kw.

KTSM, El Paso—License for CP change equip. etc.

WFOY, St. Augustine, Fla.—License for CP as mod. new station.

KGHI, Little Rock, Ark.—Mod. license 100 w 250 w D to 250 w N & D.

KOB, Albuquerque, N. M. — Mod. CP new trans., to change equip.

WSMB, New Orleans — Mod. CP new equip., asking further changes equip.

**FEBRUARY 15**

WTBO, Cumberland—Auth. transfer control from Roger W. Clipp and Frank V. Becker to Delaware Channel Corp.

WHP, Harrisburg—License for CP new antenna, move trans.

WSAJ, Grove City, Pa. — Mod. license change spec. hours, studio site.

NEW, George W. Taylor Co. Inc., Williamson, W. Va.—CP 1210 kc 100 w D, change to 1370 kc.

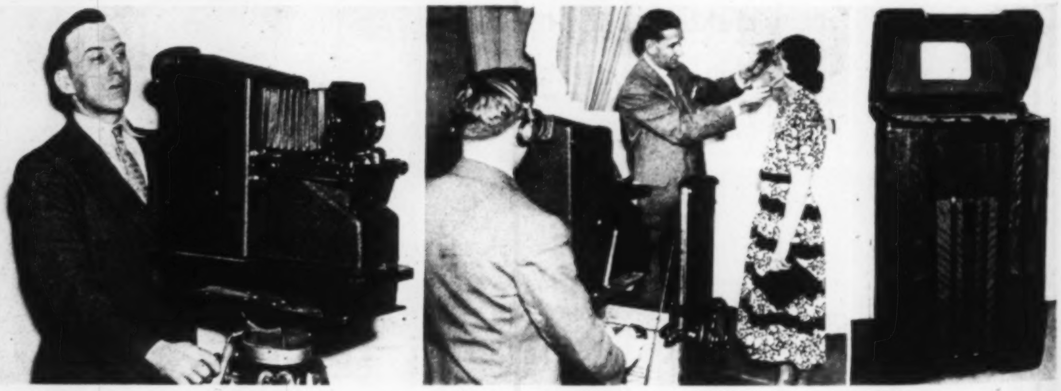
NEW, Great Lakes Brdcstg. Corp., Cleveland—CP 1270 kc 1 kw 5 kw D unl. directional, amended re trans. site.

WKOK, Sunbury, Pa.—CP change equip., vert. antenna, increase D to 250 w., move trans.

KPLC, Lake Charles, La.—License for CP as mod. new equip. etc.

KPLT, Paris, Tex.—CP change trans., antenna, increase 100 to 250 w.

WDWS, Champaign, Ill.—License for CP as mod. new station.



PHILCO—Demonstrates 441-line television images at Philadelphia in February, first television experimenter to show this RMA standard buildup to the press, although RCA is also conducting such tests privately from Empire State transmitter. Photo at left shows Charles Stec operating camera; center is a model, with Albert F. Murray, head of Philco television, arranging veil. Philco's new receiver, which reduces controls from 14 in the old 345-line receiver to 10 and includes 26 tubes as compared to 33 in the old set as shown at right. [For eyewitness account of Philco demonstration see page 16 of Feb. 15 BROADCASTING].

KJBS, San Francisco — License for CP change antenna, move stud., antenna.

KRE, Berkeley, Cal. — CP new trans., antenna, change 1370 to 1440 kc, increase 100 w 250 w D to 1 kw, move studio, trans. locally, amended to 500 w 1 kw D.

NEW, Gallatin Radio Forum, Bozeman, Mont.—CP 1420 kc 250 w D.

### FEBRUARY 17

WKRC, Cincinnati — License for CP as mod. change equip., increase power directional.

WLAP, Lexington, Ky.—Mod. CP change equip., move trans., studio.

NEW, Washtenaw Broadcasters Inc., Ann Arbor, Mich.—CP 1550 kc 1 kw unl.

WWAE, Hammond, Ind. — License for CP new trans.

### FEBRUARY 19

KGMB, Honolulu—Mod. license 1320 to 580 kc.

WEAN, Providence—CP increase power etc. amended Shepard Brdcstg. Service Inc. to Yankee Network Inc.

NEW, Debs Memorial Radio Fund Inc., Brooklyn—CP high-freq. 100 w unl.

NEW, WBNS Inc., Columbus—CP relay station 175 w.

KCMC, Texarkana, Tex.—License for CP as mod. change equip., move trans., stud.

NEW, R. W. Page Corp., Phenix City, Ala.—CP 610 kc 250 w unl., amended to 1240 kc.

NEW, Leon M. Eisfeld, Burlington, Ia. —CP 1310 kc 100 w unl.

NEW, M. J. Urie, d/b Richfield Brdcstg. Co., Richfield, Utah—CP 1370 kc 100 w unl.

### FEBRUARY 24

WRC, Washington—CP new trans., vert. antenna, increase 500 w 1 kw D to 1 kw 5 kw D, move trans. to Ager Road, amended re antenna.

WSPD, Toledo—Mod. license N 1 to 5 kw.

NEW, L. L. Coryell & Son, Lincoln, Neb.—CP 1450 kc 250 w 500 w D unl., amended re equip., increase N to 1 kw.

KFNF, Shenandoah, Ia.—CP new trans., increase 500 w 1 kw D to 1 kw 5 kw D, amended to directional N.

KRNR, Roseburg, Ore.—Vol. assign. license to News-Review Co.

NEW, George H. Payne, San Jose, Cal. —CP 1010 kc 1 kw unl., amended to 1440 kc 500 w, omit request KQW facilities.

## P&G Placing Campaign; Net Series Expanded

PROCTER & GAMBLE Co., Cincinnati (Crisco) has placed a series of one-minute WBS transcriptions on New York state stations on a varying schedule and plans to extend the schedule to other markets in the near future. Stations are WSYR, WFBL, Syracuse; WABY, WOKO, Albany; WGY, Schenectady; WOR, WMCA, WINS, WHN, New York.

On NBC P & G on Feb. 22 added eight stations to its daytime Red network series. Stations are WTAR, WJAX, WFLA-WSUN, WIOD, WSM, WSB, WAPI, WSMB. On March 22 WMC will be added. On Feb. 22 P & G added WTAR, WJAX, WIOD, WFLA-WSUN to its *Gospel Singer* series on NBC-Blue. Compton Adv. Inc., New York, is agency on the three accounts.

## Don Lee Takes World

WORLD Broadcasting System announced Feb. 26 that the entire Don Lee network has subscribed to World Library Service effective April 1. WBS on March 1 adds WSGN to the Library and also will serve four new subscribers in South Africa, ZTJ, Johannesburg, ZTC, Capetown, ZTD, Dunbar and ZTY, Grahamstown.

**GATES** Manufacturers of

Everything in Speech—Remote—
Transcription and Microphone
Equipment

**GATES RADIO & SUPPLY CO.**
QUINCY, ILLINOIS

## FLOOD SERVICE
### WLAC Auto Fleet Received 83 Truck Loads

SOON after the first appeals went out for contributions to the Red Cross during the recent flood, WLAC, Nashville, found that a large percentage of Nashville listeners had no way of sending in their donations of clothing, bedding and foodstuffs. Since the need was immediate, and every hour's delay meant increased suffering, WLAC pressed into service 14 radio-equipped cars, assigning each to a given section of the city. Each of these sections was given a number to correspond with the number of the car in that particular locality. The radio audience was then informed that a WLAC scout car was standing by to pick up their contributions "on a moment's notice" in response to their telephone calls. Phones began ringing at once, and just as fast as names and addresses could be written down, they were passed on to the announcer who reeled them off in rapid order to the waiting cars.

Planned originally to run for only a single day, the drive was continued for a period of six days, with calls coming in ever-increasing numbers. On the second day it became necessary to add a fleet of six trucks as an auxiliary to the passenger cars, with the drivers devoting from eight to ten hours per day to the task of picking up supplies. At the end of the campaign a total of 83 truck loads of supplies had been delivered to Red Cross headquarters, far more than enough to care for the more than 1,000 refugees quartered in the local concentration camp at the State Fair Grounds.

Virtually the entire WLAC staff was used in the furtherance of the drive, with only a "skeleton crew" remaining to carry on the station's regular business. Cars were manned by salesmen, announcers and operators, while the phones were handled by the clerical force.

## Schwob Placing

SCHWOB Co., Columbus, Ga. (clothing) on March 2 begins 10 quarter-hour WBS transcriptions on 18 unannounced stations. Programs are titled *Silver Anniversary Party*. James A. Greene Co., Atlanta, is agency.

## Farm Generator Spots

WINCHARGER Corp., Sioux City, Ia. (farm generators), is placing a 13-week series of daily one-minute transcribed announcements to begin March 8, through Hays MacFarland & Co., Chicago.

**UNIVERSAL**
**Velocity and Carbon Microphones**

Universal's latest achievement—Ideal for stage use —Not affected by temperature or humidity—Flat frequency response curve from 40 to 10,000 c. p. s. Output-63 D.B.; Low impedance or direct to grid types. Compact, 2⅝ x 4⅝ in. x 1⅓ in. thick—Weight, less than 18 oz.—Head swings to any desired angle—Beautifully finished in black enamel and artistic chrome plate—Ask for new catalog sheet describing Models RL, RP, RH and CB—List $22.50.

**Universal Microphone Co., Ltd.**
424 Warren Lane, Inglewood, Calif., U.S.A.

## Award Goes to Durstine; Ford, Y & R Are Cited

AMONG the annual advertising awards for 1936, three for radio achievements were included by *Advertising & Selling*, which announced the awards Feb. 25. Roy Durstine, president of Batten, Barton, Durstine & Osborn, won the medal award "for contribution to the advancement of the effective use of radio in advertising," being selected as outstanding among "advertiser, agency, broadcast facility or individual who by contemporary service has added to the knowledge or technique of radio advertising."

For its Jack Benny *Jello* program, Young & Rubicam Inc. got the medal award to "advertiser, agency, broadcast facility or individual for outstanding skill in program production." The medal award for excellence of commercial announcements went to William J. Cameron, Ford Motor Co., for his discourses during the *Ford Sunday Evening Hour*.

## Two Devoe Campaigns

DEVOE & RAYNOLDS Co. Inc., New York (paint) is placing two WBS discs series for subsidiaries, through J. Sterling Getchell Inc., New York. Wadsworth-Howland & Co., Malden, Mass. (Bay State paint) is using 13 five-minute discs on seven New England stations, starting April 1. Peaslee-Gaulbert Co., Louisville (P-G paint) is using 13 five-minute discs on 35 Southern stations starting March 23 on a varying schedule.

WILLIAM (Bill) BACHER, producer of *Hollywood Hotel*, sponsored over CBS by Campbell Soup Co. (soup), from Hollywood, has taken on additional duties as associate to Cecil Underwood, producer of the Al Jolson shows, sponsored by Lever Bros. (Rinso-Lifebuoy), also over CBS from that city. Bacher is working in an advisory capacity, his appointment being made by Ruthrauff & Ryan Inc., which services the account.

CBS will broadcast a daily commentary on Senate Judiciary Committee hearings on the President's plan to reorganize the Supreme Court. Robert Horton, Washington correspondent of the *New York World-Telegram*, will conduct the program, Mondays through Fridays, 1:15-1:30 p. m.

## Watches Cured

JAMES A. THORNBURY, NBC Chicago field engineer, has devised a demagnetizing apparatus to draw the magnetism from wrist watches which become magnetized and stop running when artists bring them too close to the velocity microphones. Thornbury's demagnetizer consists of a coil which is plugged into an AC outlet, a push button and a tiny compass.

JACK BENNY, the *Jello* comedian on NBC, returns March 7 from Hollywood to New York with his troupe to resume his Sunday night broadcasts from Radio City.

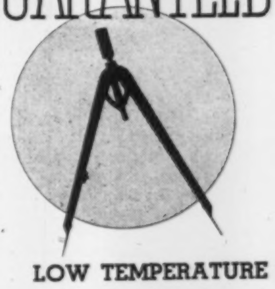
**For Sale**

**Western Electric Transmitter—Type 6B—1000 watt — complete with tubes and motor generator set — for $2500 f. o. b., Radio Station WCAO, Baltimore, Maryland.**

**Also, a General Radio Beat Frequency Oscillator, type 413-B — $25 f. o. b. Radio Station WCAO.**

***Wire or write***

**WCAO**
***Baltimore, Maryland***



GUARANTEED

**ACCURACY**

**Scientific RADIO SERVICE CRYSTALS** are ground to an accuracy of BETTER than .01% and are recognized the world over for their Dependability, Output and Accuracy of Frequency.

**LOW TEMPERATURE CO-EFFICIENT CRYSTALS**

Supplied in Isolantite Air-Gap holders in 550 - 1500 kc. band. Frequency drift guaranteed to be "LESS THAN 3 CYCLES" per million cycles per degree centigrade change in temperature.

**$50.00**

Two Crystals . $90
Approved by F.C.C.

Write to Dept. B-317
for price list.

**Scientific RADIO SERVICE**

124 Jackson Ave. University Park, Hyattsville, Md.

# Merchandising & Promotion

### News and Youths — Local Welcome — Meeting Hubby— In Foreign Tongues — To Europe Free

YOUNG PEOPLE in the news, ranging in age from 8 to 18, are the central figures in the *S & W Junior News Parade*, NBC-Pacific Red network program, begun Feb. 19, 5:45-6 p. m. (PST). under sponsorship of Sussman, Wormser & Co., San Francisco. Produced by Caryl Coleman, of Botsford, Constantine & Gardner Inc., and featuring Eddie Firestone Jr., as the "star reporter", the program is composed of re-enacted episodes of the younger generation, with the original boys and girls, whenever possible, in the dramatized roles. In return for a seal-strip from a can of S & W coffee, aspiring reporters are presented with badges and the chance to submit the "scoop" story. Prizes consisting of portable Corona typewriters, candid cameras valued at $25 and pen and pencil sets valued at $10 are presented to the writers of the six best stories re-enacted each week. Material used for the first broadcast was secured from the Parent-Teachers Associations and for subsequent programs Coleman is editing an official Junior News semi-monthly paper.

* * *

"SHOW FOLKS, we thank you," says the cover of a poster-folder just issued by NBC to commemorate the three-hour flood relief benefit show broadcast, in which more than 50 celebrities of radio, stage and screen participated. The folder is illustrated with portraits of Admiral T. Grayson, national chairman of the American Red Cross, Will Hays, and 45 of the artists who took part in the broadcast, which raised over $60,000 in paid admissions and an incalculable amount in donations.

* * *

WHEN WCHS, Charleston, W. Va., joined CBS Feb. 13, the Chamber of Commerce and other local groups and business houses paid tribute to the station by buying a double-truck spread in the *Charleston Daily Mail*, and advised listeners to tune in to the station for the CBS salute program. The advertisement voiced the city's pride in achievements of WCHS and affiliation with CBS.

* * *

TICKETS for the variety series sponsored by local Fairbanks-Morse dealer on WFBL, Syracuse, are distributed through restaurants, being attached to menus and cocktail lists. Waiters also distribute the tickets on request.

* * *

KSO, Des Moines, is offering a $5 prize for the best amateur photograph of the Hi and Lo variety team taken each Friday night while the program is on the air.

* * *

MUTUAL Broadcasting System, New York, has published a surealistic promotion piece symbolizing the joys of a sponsor who uses its network.

* * *

KANS, Wichita, is sending out a weekly series of letters containing KANS sales and promotional material.

J. WALTER THOMPSON Co., Chicago, has made a reciprocal deal with the *Chicago Evening American* whereby the Hearst newspaper gets a spot announcement over the air for a contest in conjunction with the Floyd Gibbons page while the Nash Speed Show is publicized daily in the paper. Immediately after the CBS *Nash Speed Show* featuring Gibbons, the WBBM announcer says: "Read the Floyd Gibbons page of thrills and adventure every day in the *Chicago American* and win a cash prize." The following announcement appears daily at the bottom of the page featuring Floyd Gibbons' adventure story: "Be sure to hear Floyd Gibbons on the *Nash Lafayette Speed Show* each Saturday from 8-8:30 p. m. over WBBM-CBS."

* * *

GILMORE OIL Co., Los Angeles (petroleum products), to announce return of its *Gilmore Circus* on 4 NBC-Pacific Red stations Feb. 20, distributed 600,000 copies of the *Gilmore Cub*, monthly newspaper published by the company. Copies were given away at Gilmore service stations in California, Washington and Oregon, and only when requested. Agency is Raymond R. Morgan Co. Inc., Hollywood.

* * *

WKY, Oklahoma City is airing a series of Sunday programs called *How I Met My Husband* sponsored by Approved Laundries. Women appearing on the programs are awarded gifts. Ray K. Glenn Advertising is handling the account.

* * *

MUTUAL network has started a weekly program folio effective for the week beginning March 8. The cover lists highlights of the week as well as member stations and branch offices.

CANDID SHOT—Of three members of the *House of Melody*, San Francisco-NBC program, discussing a point. Left to right are John Nesbitt, commentator, Charles P. Johnson, radio director of the Charles R. Stuart Adv. Agency which handles the Bank of America program, and Meredith Willson, NBC conductor. The program's title-theme song, composed by Willson, with lyrics by Nesbitt, became so popular with Western air audiences that Sherman, Clay & Co. published the song and placed it on sale. Listeners writing in to the station are given free copies and 10,000 requests were received in one week. Photo taken by George Waters, Bank of America.

RESULTS from sponsored foreign language programs in metropolitan New York by a furniture company and a manufacturer of malted milk were described in a release issued last week by Samuel Gellard, manager of WLTH, Brooklyn. When J. Rabinowitz Furniture Co., started an amateur hour in Yiddish on WLTH in 1935 the trade was 75% Italian, 5% Jewish and 20% other nationalities. In January Mr. Rabinowitz reported that his trade now is 50% Jewish, although his Italian trade has not diminished. Marshak Chocolate Milk Co., three years ago started a program on WLTH featuring a 14-year-old girl singing Jewish songs. It offered listeners a Yiddish song book in return for the label from a 39-cent can of the product. Thirteen quarter-hours brought 4,000 labels. When Marshak's new Ready-Made Chocolate Pudding was placed on the market recently, its only means of promotion was an additional program on WLTH which brought 30 dealers in a week.

* * *

WEBSTER-EISENLOHR Inc., New York (Girard and Henrietta cigars) has just completed its fifth *Amateur Handicappers' Contest* on WMCA, New York. Each day for a week listeners were invited to mail in their selections for winners for the third, fourth, fifth and sixth races at a certain track, with second selections to be used in case the first horse was scratched, together with two bands from either of the cigars made by the sponsor, letters to be postmarked before 2 p. m. of the day of the race. A daily prize and a number of weekly prizes were awarded, with the response averaging better than 2,000 letters a day. The contests, which are handled by N. W. Ayer & Son Inc., New York, are run periodically during the year.

* * *

LOS ANGELES BISCUIT Co., Los Angeles, which started for 52 weeks a twice-weekly quarter-hour transcription series *The Stamp Man*, on KECA, Los Angeles, in return for a Better Best Biscuit box top, mails to children both an envelope containing 20 rare stamps and a membership in The Stamp Club. First ten broadcasts brought a response of more than 900 letters. Transcriptions, which feature Al Sperry as the Stamp Man, are from the library service of MacGregor & Sollie Inc., Hollywood transcription concern. Jefferson K. Wood, Los Angeles, is agency.

* * *

MORE than 25,000 requests for a sample package of Red Heart Dry Dog Biscuits offered to dog-owners who had never bought Red Heart Biscuits before were recently received by John Morrell & Co., Ottumwa, Iowa. The announcement telling of their free offer was made on the NBC-Red *Tea Time at Morrell's* program on only three broadcasts.

* * *

WOAI, San Antonio has published its March *Newscast* in rotogravure. The issue contains a list of 1936 advertisers as well as complete station data.

* * *

WBIG, Greensboro, N. C., is distributing a promotional booklet containing technical coverage and market data. It is titled *The Favorite Station in the Favored Region.*

MODERN FURNITURE STORE Inc., Los Angeles, which started a weekly half-hour series *Page Mr. Cupid* on KEHE Feb. 7, presents a gift to every couple appearing on its Sunday morning program. Dick Bartlett, the station's turf commentator, handles the show and Mr. Cupid interviews bridegrooms instead of stablegrooms. Invitations, with a return postal card, are sent all newly-married couples in the Los Angeles area, asking them to attend a broadcast at which they will be given an opportunity to air their respective views on the venture upon which they've just started. Five couples are interviewed weekly. Bartlett asks questions in a light vein, with no attempt to pass out advice or assume serious attitude. Show is entirely extemporaneous with no stock gags used. Allied Adv. Agencies Inc., Los Angeles, services the account.

* * *

OWENS-ILLINOIS GLASS Co., Toledo, on Feb. 19 announced a prize contest on its Mutual Coffee Club program, with first prize of a trip to Europe for two and front seats at the Coronation of King George VI of England. Ninety-nine other awards will be given, including a second prize of a GE electric kitchen. Contestants are to write letters on "Why I prefer coffee vacuum packed in glass." The program is financed by Owens-Illinois, with several coffee roasters paying for station time. A label is required. U. S. Adv. Corp., Toledo, is agency.

* * *

WBNX, New York, has completed a foreign language market survey indicating that the total foreign stock of metropolitan New York comprises a greater market than Chicago, Boston, and Philadelphia combined. Of the 10,901,424 people in this area over 7 million are said to be foreign born, and of the 2,347,500 radio homes, over half are foreign-born. A brochure containing the survey data has been published.

* * *

SAN DIEGO Consolidated Gas & Electric Co., San Diego, sponsors a twice-weekly program on KFSD, that city, which is directed to children. Program is titled *Tony, the Cartoon Man* and instructions in simplified language, are given for drawing cartoons. Each broadcast is a complete lesson in itself. Best cartoon of the week is published in local newspapers. Ed Davidson Agency, San Diego, has the account.

* * *

IN THE interests of "planned sales promotion", Adrian James Flanter, formerly publicity man for WBS who now conducts his own sales promotion and publicity service and also acts as artists representative, has issued an eight-page tabloid *Promotion* for distribution among radio stations and radio advertisers.

* * *

KANE FURNITURE Co., Boston (chain stores) carrying a series of 13 15-minute musical programs on WAAB, Boston, through Salinger & Publicover, is staging a prize contest for the best 50-word essay on "Why I Like to Buy at Kane's".

* * *

WMBD, Peoria, has published a booklet containing data on the development and results of its community service programs.

# • MILLIONS for REBUILDING!!

Millions of dollars are pouring into the Ohio Valley for Rehabilitation. Both employment and payrolls are scheduled to reach new highs in WLW's primary area.

**YOUR** *product will share in this special activity if you use the Nation's Station. And WLW, as usual, will give you "more than your share."*